



CONTACTS

DECEMBER

1947



Long Life and Happiness
to The Royal Couple . . .

*We join with the Commonwealth
and the Empire in Extending
Best Wishes for Long Life and
Happiness to Her Royal Highness,
Princess Elizabeth and His Royal
Highness, Prince Philip, Duke of
Edinburgh.*

Monday, December 8th

Seventy-Eighth Anniversary of The T. Eaton Co. Limited of Canada



From a little fledgling shop, 24 by 60 feet in size, and staffed by four employees . . . to the largest retail institution in the British Empire with a staff of over 40,000 Eatonians—in the short span of a lifetime!


Yes, it's a familiar story to most of us, but it never loses its magic in the telling!

Year by year, step by step, The T. Eaton Company has marched steadily forward to the position it occupies today in the forefront of Canadian business.

Eatonians everywhere are proud of the Company's achievements, but prouder still, that throughout the years the founder's guiding principle of: "the greatest good to the greatest number" has been steadfastly maintained.

Thanks to the Kindness of the President and Directors

Eatonians Will Enjoy a Four-Day Christmas Holiday!



Of course you have all read the glad announcement about the extra long Christmas holiday granted to Eatonians through the thoughtfulness of our President, Mr. J. D. Eaton, and the directors of the Company! The notice reads: **"All branches of The T. Eaton Co. Limited, and its subsidiaries, will remain closed from Wednesday evening, December 24th, until Monday morning, December 29th."**

What a grand and glorious holiday for the festive season ahead! Thank you, Mr. Eaton!



Mr. J. D. Eaton, President

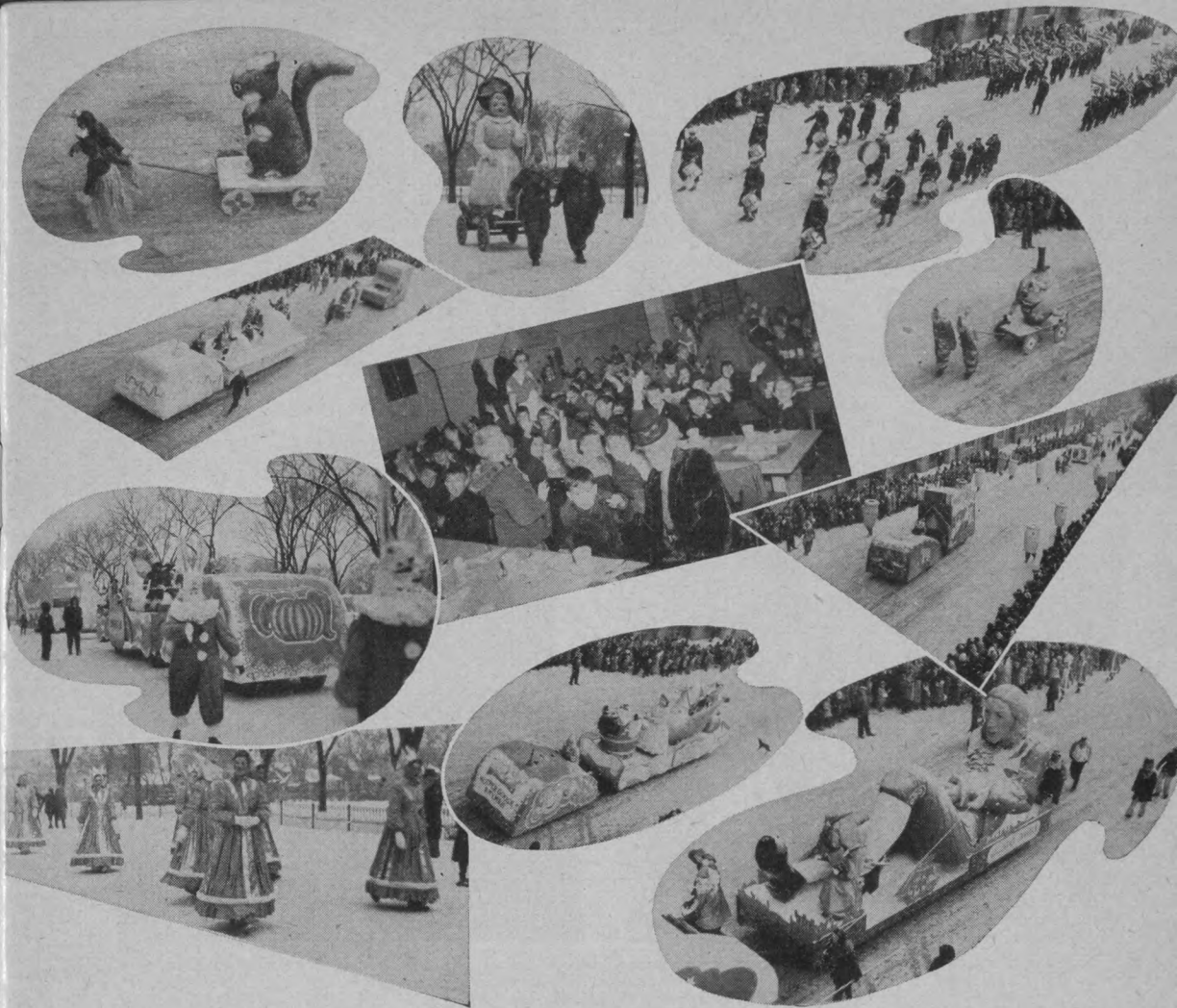


HE CAME . . . WE SAW . . .

By-passed by a howling blizzard forecast by the weather man, Mrs. Winnipeg and her 75,000 children, as well as many more from neighbouring points in Manitoba and a sprinkling from Saskatchewan and bordering states—lined the streets on Saturday morning, November 22nd, to welcome Santa Claus' triumphant arrival. "Geel!" cried a small boy, perched atop a billboard, "that's the biggest parade I ever seen." Right you are, son! Between the Mounted Police outriders on their high-stepping horses and King Santa himself, stretched a mile of magnificent pageantry! Eight gorgeous feature floats, five sound floats, the Sea Cadets' Band and standard bearers, fairy tale and story book characters galore . . . capering clowns, music, action, color . . . all so dear to the heart of a child!

Highlighting the floats was Dean Swift's "Gulliver." Awe-inspiring in size,* the finely sculptured features of Gulliver and the fidelity to detail throughout was an artistic achievement that won cheers and ohs! of admiration. "Cinderella," enthroned on a huge silver slipper, smiled sweetly as she passed. "Ali Baba and His Forty Thieves" were there—each thief concealed in his oil jar. A "Woozle Worm," 80 feet long, kept little eyes all agog. "Snowland" and its 22 girls, charmingly dressed in green and magenta costumes, also won a big slice of applause. Five of the girls took turns in disappearing into the igloo where they had concealed thermos bottles of hot chocolate.

Zululand and Clownland were there . . . and "Old Red Eye," the giant fish who wobbled his eyes in realistic fashion. . . A dozen heavenly looking



... HE CONQUERED!

"Angels" flitted past . . . 14 lovely ladies in cerise and white with high-peaked hats likewise added beauty, grace and colour.

There were oodles of other attractions—giant bunnies and squirrels—cooks bearing aloft platters of turkey and plum pudding—"Mary and Her Little Lamb"—"Mother Goose," etc., ad inf. And finally jolly old Saint Nick, throwing kisses to his adoring little subjects from atop his magic sleigh drawn by eight golden reindeer!

Nor did Santa forget his little ones behind hospital windows. At both the Children's and General Hospitals he paused to call out cheery messages to them through his microphone.

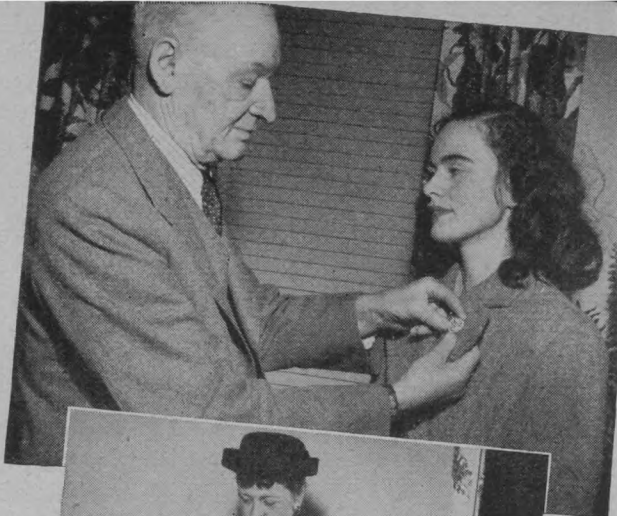
A visualization of the parade also was given to shut-ins over CKY, with Herb Roberts, Wilf Davidson and Peggy McGannon as commentators.

This great annual institution of Eaton's climaxes Santa's nightly broadcast en route from the North Pole.

All told, there were 302 people in the parade which arrived, as usual, on the dot. "A grand parade—one of the best in a long line of bests," is the verdict of the experts.

"God Bless Us, Everyone," Said Tiny Tim

Centered in the layout above will be seen a few of the hundred little ones from various children's institutions who, each year, are taken to see the parade in Winnipeg Electric Railway busses as guests of Eaton's. Lunch follows, topped off with candy and a big, rosy apple.



Top Row—Left: Mr. and Mrs. G. P. White, Betty's parents, try to help Betty out of a difficult situation. The suitcase just wouldn't close! Right: Mayor Garnet Coulter pins a brooch bearing the City of Winnipeg crest on Betty's lapel, and wishes her a safe and wonderful trip to London.

Lower Row—Left: "Good-bye, everyone," calls Betty to her family and friends as she stepped into the big T.C.A. plane at Stevenson Field. Right: Miss Wilma Blocher, fashion co-ordinator of The T. Eaton Co. Ltd., helps Betty choose her wardrobe.

Winnipeg's Betty White Flies to London

Eaton Junior Councillors Select Wardrobe For Her Visit To England

Teen-age Betty White feels just like Cinderella! Last August Betty heard that Princess Elizabeth was having trouble getting silk stockings and decided to send her a pair of nylons. Imagine Betty's thrill when she received an invitation to attend a tea at St. James's Palace, London, England, in honour of Princess Elizabeth—and all because of a pair of stockings!

Naturally she was very excited about the invitation, but never dreamed of accepting it. Betty took the invitation to the Free Press thinking they might be interested in seeing it, and they very generously offered to send her over to London to attend the party.

The Eaton Junior Councillors, on learning Betty's good news, got their heads together and decided it would be a nice gesture to make "Cinderella's" happiness complete by sending her off with a brand new wardrobe. This they did! And Betty declared the outfits are simply "out of this world!"

For travelling, there's a lovely grey suit with a white chalk stripe, brown alligator shoes and shoulder-strap bag, a cute paddy green bowler

hat with a brown feather in front, a green silk scarf, and to top it all, a pearl grey swing-back coat.

The invitation specified morning clothes for the party and the councillors chose a black crepe skirt, in the new long length; plaid taffeta jacket shot with gold threads, with a fishtail back and fancy gold buttons down the cutaway front. With this, plain black pumps and a black half hat with a feather trim; long black kid gloves and a black afternoon bag.

Weather conditions did not allow our Betty to reach London in time for the party, but arrangements were made for her to see the wedding procession from a preferred position in Canada House.

We'll hear all about her trip over Eaton's Home Service League broadcast when Betty comes home.

Betty White is a grade 12 student attending Daniel MacIntyre Collegiate Institute, and you can bet they are just as excited as Betty, over her fairyland trip!

*Welcome Visitors!***Eatonians from England are Honoured Guests**

During November Winnipeg store had the pleasure of a visit from four Eatonians from the Company's overseas buying offices. The distinguished visitors were Mr. Percy Portlock, supervisor of European buying offices; Messrs. C. L. Bryant and L. G. Creamer of London, and Mr. W. Cowburn of Manchester. The last three men, who were on a tour of the Company's branches from coast to coast, left Winnipeg on November 20th by TCA for Montreal. From there they will go to Toronto, then on to New York, and sail with Mr. Portlock on the Queen Mary on December 11th.

Mr. Portlock arrived here from Toronto on November 17th, and spent a week in Winnipeg. After crossing the snow-clad prairies, Messrs. Creamer, Cowburn and Bryant enjoyed the contrast of green hills and gentler climate at the Pacific coast, which they said, reminded them of England.

During their brief stay in Winnipeg, receptions were held for the visitors at the Fort Garry Hotel. Winnipeg Eatonians greatly enjoyed meeting them and wish that their stay with us could have been longer.

Each of the guests left a lasting impression behind him of kindly dignity, sincerity, courage and the saving grace of good humour—qualities that must have proved invaluable through the difficult war years in Britain.

"What fine ambassadors for the Company they must be on the other side of the Atlantic," was the comment heard on every hand during their visit to Winnipeg.

* * *

Several prominent Toronto Eatonians also visited Winnipeg store in November. They were Mr. H. L. Knapp, merchandise office; Mr. A. A. Park, senior buyer of electrical refrigeration for all Company stores; and Mr. R. E. Riley, Toronto buying office.

Eastern Audit Men Here

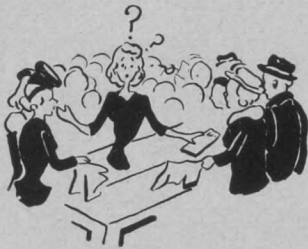
Mr. W. L. Cooke, general audit office, and Mr. J. Vernon, mail order cash office, both of Toronto; and Mr. D. R. Hunter, general audit office, Moncton, N. B., also were visitors to Winnipeg in November.

While here the easterners looked over our mail order and other systems. In order that they might meet a number of our mail order department heads, the visitors were guests of honour at a dinner held at the Royal Alexandra Hotel.

It was nice meeting you, and we sincerely hope that you enjoyed your short stay in the "gateway city." Do come again!

HI THERE NEWCOMER!

From Basement To Roof, We Welcome You To Eaton's—The Friendly Store!

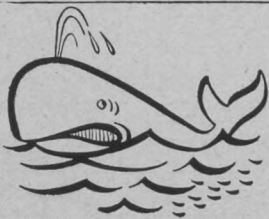


Do you feel somewhat bewildered? Just a wee bit lost? As though you were standing on the street corner in a strange city, watching the milling throng . . . and not one familiar face? Forget it! You'll find Eatonians a friendly, understanding crowd, eager to help you and make you feel at home. When something crops up that you don't understand, ask questions of your sponsor—she'll welcome them, because curiosity is the best teacher.

So good luck to you, Mr. and Miss Newcomer, and may your sojourn at Eaton's prove one of the happiest experiences of your life!

TELEPHONE TIPS: "THE WHALE"

THERE'S ONE IN EVERY OFFICE ---



AVOID LONG-WINDED CONVERSATIONS OVER THE TELEPHONE. REMEMBER THAT MOST BUSINESS PEOPLE ARE BUSY PEOPLE. THEY RESENT TRYING TO REACH YOU ON A LINE THAT IS CONSTANTLY ENGAGED.



CHRISTMAS SPONSORS RALLY

Top Row (left and right) shows Mr. B. C. Scrivener presenting the Christmas sponsors' emblems. President Harry Craik and Secretary Les Croft assisting.

Second Row—Left: Another sponsor receives her pin and a hearty hand-shake from our superintendent. Centre: It's three to one "Bud" Horton can't get a word in edgewise.

Third Row—Left: You'll recognize hosiery and other department sponsors in this charming group. Centre: Miss K. M. Kerr (educational office), demonstrates how to offer helpful suggestions in gift selling. Right: A gay group from the drugs.

Fourth Row—Left: Here are some of the Eaton men who will be a tower of strength to the new staff this Christmas. Right: Mr. Scrivener had a friendly word for each sponsor, the most of whom he has known over the years.

Lower Row—Left: Jack Magee receives the sponsors' emblems for his toyland group. Right: Who would mind being sponsored by a girl with such a sweet smile?

CALLING ALL SPONSORS!

Assistants Are Hosts To Yuletide Sponsors at Ninth Annual Dinner

Manitoba's prolonged Autumn sunshine had delayed winter weather shopping until it overlapped into the gift shopping season, said Mr. B. C. Scrivener, when addressing the Christmas Sponsors' ninth annual dinner in the grill room on November 6th, as guests of the Assistants' Association. "As a result," declared Mr. Scrivener, "we are faced with a busier Christmas season than ever!"

Mr. Harry Craik, president of the Assistants' Association, was chairman. Miss K. M. Kerr (educational office) and Mr. A. D. MacDonell also addressed the gathering which was the largest of its kind over the years. Sponsors emblems were presented by Mr. Scrivener.

"Selling Gifts" was Miss Kerr's topic and her suggestions, born of much study and long experience in staff training, were most educational to all present.

"Fifty per cent of gift seekers don't know what they want and are grateful for helpful suggestions," stated Miss Kerr.

Helping the shopper to choose a gift that will please the person receiving it, is, she declared, salesmanship of the highest calibre.

Miss Kerr asked the sponsors to cultivate the ability they see in new Eatonians.

The importance of selling the right colour and correct size in a gift, was stressed by Miss Kerr.

How Would You Feel? . . . If you were a "red head" and a perfect 34—you wouldn't feel very happy about Christmas if your "favorite fellow" sent you a bright red blouse in size 38! You mightn't realize that it had been sold to him by a salesperson who could have avoided the blunder by asking a few intelligent questions. **Selling the right colour and size is so important!**

If you were a "growin' up" young lady of 10 summers and Aunt Matilda sent you a book of nursery rhymes for Christmas wouldn't you feel let down! Or, just supposing you were a wee cherub three years young, and Uncle Bob sent you a meccano set, could he blame you for thinking it must be for Dad?

Let's find out the child's age, sex and type—thereby helping the gift shopper to make it a merry Christmas for the children.

Miss Kerr left many other thoughts in our minds that should raise the standard of Eaton services still higher this Christmas.

RECENT APPOINTMENTS

Winnipeg

Department W267—Curtains, shades, draperies and cedar chests:

MR. H. W. COOPER, group manager;
MR. J. A. PRICE, head of department.

Department W1767—Drapery, upholstery and blinds workshop:

MR. H. W. COOPER, group manager.

Edmonton

Department E267—Draperies, curtains, pictures, paints, wallpaper:

MR. H. FINNEGAN, head of department.

Department E260—Electric refrigerators, radios, accessories, records and music, pianos:

MR. L. W. BRADSHAW, head of department. This is in addition to his present duties in department E277.

Department E277—Washing machines, ironers, vacuums, electrical fixtures and appliances:

MR. B. BUCHAM, first assistant.

Department E928—Self-serve bargain basement (sections 1, 9, 12, 15):

MISS T. McVEIGH, first assistant.

Department E928—Self-serve bargain basement (sections 28, 29, 36, 37, 44):

MR. W. D. KERN, first assistant.

Moose Jaw

Head Cashier's Office—

MISS M. McNAUGHTON, first assistant.

Lethbridge

Department L278—Contracts:

Mr. D. D. MILNE, head of department. This is in addition to his present duties.

Department L253 — Toys, wheel goods, hardware, china, paints, stoves, farm implements, sporting goods, tires, tubes:

MR. R. A. McCAMBLY, first assistant.

Exciting Days Ahead!

Big, full days when we will all be taxed to the limit! Days of merry crowds, pushing and jostling before our counters. Yet days that buoy us up a little above our ordinary everyday selves and make us bigger, finer and more thoughtful of others. Days when the beautiful spirit of Christmastide will be reflected in our greeting to customers and to each other. Reflected, too, in the higher type of service we strive to give. And the man or woman who spreads the spirit of Christmas throughout each business day is preaching an inspiring sermon on goodwill to all!



"Hail, MAIL, The Gang's All Here!"

**"Three Irishmen, One Scotsman and a Gentleman Who Likes To Play Cricket"
Tendered Complimentary Dinner in Honour of 185 Years'
Combined Service With Eaton's**

Five mail order men whose years with Eaton's add up to nearly two centuries, were guests of honour at a complimentary dinner held Friday evening, November 7th, in the Jade Room of the Fort Garry.

Anniversary tributes were paid to the following: **Mr. Dave Wilson**, 40 years (farm implements); **Mr. J. W. Mackenzie** (head of department, women's coats and furs); **Mr. W. E. Curry** (head of department, mailing list); **Mr. George Johnson** (head of department, mail order copying); and **Mr. J. Slater** (first assistant, misses' and children's footwear), each 35 years with Eaton's.



Mr. Dave Wilson

Mr. A. H. Young (mail order superintendent) presided. Other guests of honour were Mr. G. M. Eaton (director) and Mr. John Stronach (former superintendent of the mail order). A number of representatives from city departments also were present, adding enjoyment to the evening.

Mr. Bruce Sutherland did a maestro's job of leading the community singing while Bert Kilgour presided at the "ivories."

Good fellowship reigned supreme with impromptu "choirs" singing the old songs between courses.

Chairman Young introduced the guests of honour with friendly warmth. He paid personal tributes to each. He "ribbed" and reminisced with flashes of wit that added sparkle and merriment to an altogether delightful evening.

In serious vein, Mr. Young (recently appointed mail order superintendent) said he was greatly impressed with the spirit of co-operation and high morale existing in the mail order. He then called on Mr. G. M. Eaton to make presentations to the five whose anniversaries were being honoured.

"There's nothing a firm can value more than loyalty," said Mr. Eaton (when called on to make the presentations) **"and from these men we've had it."**

On behalf of the gathering Mr. Eaton then presented Mr. George Johnson and Mr. Dave Wilson each with a trilight lamp, Mr. W. E. Curry with a coffee table, Mr. J. W. Mackenzie with a pen and pencil set and Mr. J. Slater with a travelling bag.

Reminiscences Flow

Responses from the five old-timers were brief but packed with reminiscences of "away back when." The birth and development of departments was described; there were grateful acknowledgments of the Company's kindness to Eatonians serving in two world wars; and there was deep appreciation of the friendships each man now cherished at Eaton's.

Mr. J. W. Mackenzie, who flew across Lake Superior to be present, did the summing up. Describing himself as a Scotsman who had got "bogged down in the garment business," he added that his years at Eaton's had been happy, hard working ones. "Eaton's," he declared, "is the greatest company of its kind in the world today, and it will go to still greater things."

Mr. John Stronach—felt that he had never left the Company. His association with the mail order had been among the most pleasant years of his life. "My heart is still with you and the Company."

Concluding the presentation ceremonies, Mr. Young referred to the five honour guests as "three Irishmen, one Scotsman and a gentleman who likes to play cricket."

"When you mix them all up," declared Mr. Young, "that's what constitutes an Eatonian."

Eatonians Boost Community Chest

Staff Shatters All Its Former Red Feather Records

With sights set higher this year, final figures for the Red Feather campaign at Eaton's show a total contribution to the Greater Winnipeg Community Chest of \$33,222.00. The "breakdown" is as follows:

The T. Eaton Co., Limited.....	\$12,000.00
Mr. H. M. Tucker.....	1,000.00
Employees' Charitable Fund.....	7,000.00
Staff and Management.....	13,222.00
Total	\$33,222.00

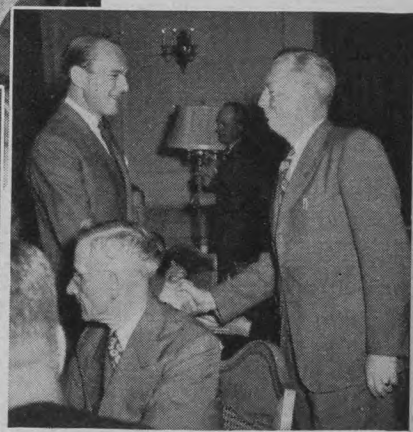
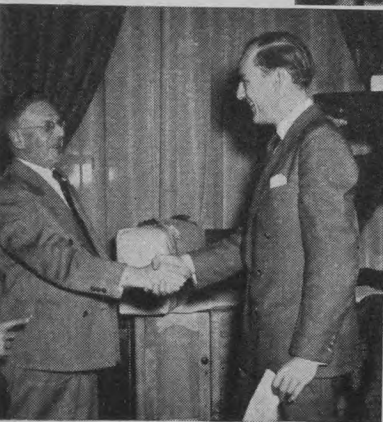
This year's contribution to the Chest shatters all previous records of Eatonians. It is most gratifying to learn that practically every department showed an increase. Especially heart-warming was the response to the fund from the junior ranks of our staff.



**Hail,
MAIL,**



**The Gang's
All Here!**



Top Row—Left: Mr. G. M. Eaton, director, greets Mr. J. Slater, "Class of 1912." Centre: Mr. A. H. Young, mail order superintendent, adds his congratulations to Mr. Slater. Right: Reminiscing, Mr. J. W. MacKenzie tells about "finishing his row and going on to the next."
 Second Row—"Among those present."
 Third Row—Centre: Song leader Bruce Sutherland loosens his collar a bit to give that powerful baritone full sway.
 Lower Row—Mr. Eaton extends congratulations to Mr. W. E. Curry (left), Mr. J. W. MacKenzie (centre) and Mr. George Johnson (right).



A Cheer for Santa's Parade Builders!

Did you know that each of the 50 features in our Santa Claus Parade was entirely the work of Eaton craftsmen?

The first process involved was making patterns of brown paper in actual size, from the original colour sketches. This was the intricate job of display man Neil Cooper. From Neil's patterns grew the majestic floats and other features built by the staff of 14 carpenters and 25 painters under the direction of Charley Fernstrom and Joe Donaghy.

"Gulliver" was a masterpiece! Even in reclining position the benign-looking giant was 28 feet high—but if he had stood up, Gulliver would have towered 40 feet into the air! His shoes were size six—that is they were six feet long!

After carpenters built Gulliver's mighty frame from wood ribbing, the painters took over. The finely chiselled features of Gulliver's massive face were designed by Mr. Cooper.

The hair, worn in "page boy" style, was made from seaweed. Fifty yards of material went into his suit, most of which was sewn by Miss May Taylor (fancy goods workroom) who also sewed the yards of lovely lace adorning the giant's mighty wrists. Indeed, Miss Taylor's sewing machine hummed steadily for many days dressing various features in the parade.

About the Pictures Taken at a "Sneak Preview" While the Parade Was Being Built:

Did you know that all those graceful deer that form part of the store's lovely Christmas decorations and windows were built by Eaton men? First they made the plasticine moulds, then over wire mesh foundations they moulded the papier mache bodies and finished them with kraftex.

In the layout above, you will see finishing touches being made to various smaller features for the parade. These were also moulded by our artisans. Note the lamb, the bear, and the huge Christmas cracker. Tom Gillespie and Fern Tellier are hard at work. Fern is painting the turkey, not basting it.

In another picture you see May Taylor fixing Gulliver's permanent. And note the two "male dressmakers" working on Mother Goose's float — they're display men Ken Ripley and Art Comecu.

Two other pictures show a couple of bus loads of high school gals who were taken out to the preview for a rehearsal. They were guests of Eaton's for supper first. What a big thrill they got out of their parade experience!

And so a cheer for the parade builders—also for Walter Fogg and his merry men who staged it. And finally, a cheer for our great Company who makes possible this wonderful treat each year for starry-eyed little children.

COURTESY

I am a little thing with a big meaning. I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good will. I inspire respect and admiration. Everybody loves me. I bore no one. I violate no law. I cost nothing. Many have praised me, none has ever condemned me. I am pleasing to those of high and low degree. I am useful every moment of the day. I am courtesy.

—Pick-Up.

WHAT IS SHOWMANSHIP?

Showmanship is the art of catching the attention of the customer and holding it. It is an important part of selling. Some people are born with a natural instinct for it, while others have to develop it. The way you arrange your displays is a test of your showmanship. The way you use your hands and the way you handle your merchandise when you present it to the customer is a sign of your showmanship.

—"Merchandiser."



"Sugar and Spice . . . Everything Nice . . ."

Christmas Cakes and Puddings Destined For Yuletide Dinners in Britain

Here are scenes shot in the grill room kitchen that would make a small boy's mouth water! Christmas cakes and puddings in the making that will be festively decked for Yuletide gift parcels to the old country.

Top Row—Left: This giant mixing machine holds 565 lbs. of fruits, spices, butter and other ingredients—um-um-good! Centre: Jock McSloy weighs each pudding before placing in its bowl. Helen Baillie covers bowls with wax paper. Right: Johnny Haak covering wedding cakes with that delectable almond paste. Blanche Scott (in background) follows with the royal icing.

Second Row—Left: Sam McMaster creating almond bars. Centre: Marie O'Callaghan, transfer bookkeeper, paints for a hobby. Two of her pictures were hung in the Sketch Club annual exhibition this year. Right: Isabel Warren wraps the puddings in cellophane and snowy cotton ready for re-steaming.

Lower Row—Left: Weighing the Christmas cake mixture (Kay Foster and Jackie James). Right: Plenty of sweetness here—especially in the foreground—Anne Stanley, Jocelyne Wiebe and Amy Widiner.



HIGH JINKS AT CKY

Good Deeders Stage Hallowe'en Party

The quiet corridors adjoining CKY's studios resembled fairyland on Saturday morning, November 1st. As the broadcasting station's personnel came to work, they smiled indulgently at the antics of the Eaton Good Deed Club's members getting ready for the annual Hallowe'en party.

Fairies rubbed shoulders with witches and "pirats" . . . half-pint cowboys tried to twirl their "six shooters" casually, hoping to catch the eye of bewitching ballerinas and gypsy dancers . . . one eight-year-old exquisite from the court of Louis Quinze removed his powdered wig to reveal a more adorable "hair do" of blonde curls all his own! Nor can we forget the "pumpkin" with a most appealing grin . . . and the "old-fashioned gal" of 13 summers who later sang her way into our hearts!

Yes sir, next to a group of kids waiting for Santa Claus to appear, we recommend a children's Hallowe'en masquerade for grown-ups beset with boredom.

The studio was filled to overflowing by broadcasting time, but every Good Deeder was accommodated, while mothers, sisters, cousins and aunts enjoyed the show from behind the studio glass partition.

Programme director Herb Roberts added to the merriment by donning a red wig, and mugging from the control room.

Announcer Kerr Wilson whose young son is an ardent Good Deed fan, also entered right into the Hallowe'en spirit. Marjorie Gage, director of the girls' choir, led her young songsters in a delightful chorus.

Two Mothers' Sons To Be Proud Of!

Highlighting the programme of fun and entertainment was the presentation of two Good Deed awards—one for devotion, the other for a deed of courage and quick thinking.

The winners were two Manitoba boys, Henry Smith of Rapid City, and Billy Blaine, Winnipeg. Henry's presence of mind saved his brother from burning to death beneath a tractor. Henry was unable to be present, but his citation was read over the air and his gold wrist watch mailed to him. Congratulations, Henry Smith!

Billy Blaine, the Winnipeg boy, smiled shyly as he received his Good Deed wrist watch. Billy's devotion to his mother is a grand example to others! He chops the firewood, works in a drug store, sells magazines and helps her in every way possible after school hours. What if Billy doesn't find much time to play—we'll wager Billy Blaine is a boy with a bright future and a song in his heart.

The accompanying pictures show some of the merry masqueraders. Everybody had fun and as each little one went homeward, there was a parting gift of candy.

Descriptions of Pictures on Facing Page

Top Row—Left: The "fairy" at the mike is 8-years-young Ruth Slatt, reciting. Centre: A few of the sweethearts we would like to have taken home: two fairies, a Good Deed badge and little Miss "Kissproof Lipstick." Right: Winner of the Good Deed wrist watch award, Billy Blaine, 10, and mother's son to be proud of!

Second Row—Left to right: "When You Were Sweet Sixteen," sung by talented Evelyn Snyder, who is only 13. Kerr Wilson was the other half of this snappy number. Edward Slott, 11, not only made a convincing "batman"—he's equally convincing on the piano-accordion. Harold West, 13, also entertained artistically on the "squeeze box." Announcer Kerr Wilson and "his shadow" or young son.

Third Row—Left: The choir in action. Right: Stunt time.

Fourth Row—Left: So many clever and colourful costumes made the judging tough. Here are those selected for final judging by the studio audience. Right: The tiny ballerina (3 summers) won. A close second was the exceptionally deserving sister team, the Misses Joan and Eva Manson—"Community Chest," chest and all, and a pumpkin with the friendliest grin!

Lower Row—Left: Paul Fraser (6), dressed like a miniature exquisite of the 18th century, recited "Knock at the Door." Centre: The silvery young voices of the Girls' Choir, under the direction of Marjorie Gage, are always a treat to hear, but the fancy costumes of many added a pleasing touch of fantasy. Right: Gloria Jean Dalli, 9, sings into your heart with a smile.

PEGGY McGANNON ON HOME SERVICE

New Commentator on Eaton's Daily
Radio Broadcast



Miss Peggy McGannon, formerly of Calgary but Winnipeg born, has joined the Eaton Home Service League group at CKRC and will handle the programme, succeeding Mrs. Eve Henderson.

An experienced radio commentator, Miss McGannon will bring the Home Service League added prestige. Her handling of public service features and news events has been particularly good, while in the presentation of merchandise comment from day to day, she is specially effective in bringing to listeners the news of the store.

Eaton's maintains a staff of four full-time radio artists at CKRC to prepare and present the morning broadcasts from 9 to 9:30 daily except Sunday. Mr. George Salverson writes the script for the dramatic features, directs the programme and often assumes parts himself. Miss Ruth Hand and Mr. Tom Lavers are also employed and at times, as occasion requires, are supplemented by other radio talent.





Top Row—Left to right: George Henderson, engineer; Don Robertson, control operator; Kerr Wilson, announcer; Val Kane, Good Deed secretary; Herb Roberts, CKY programme director. Centre: Talented young pianist. Right: Citation of Good Deed winner, Cyril Demeria (14 years old).

Second Row—Left: Budding young singing star. Next: Waiting for the doors to open. Centre: What is sweeter than a young boy's voice? Right: Choir under direction of Miss L. Crosby.

Lower Row—Left: Cross-section of the audience. Centre: Not very big but already a talented entertainer. Right: Poised and pretty with a song in her heart.

Dauphin Good Deeders Broadcast

Half-Hour Programme Sponsored by Eaton's at Dauphin Theatre

(The following despatch is from the Dauphin Herald)

Cyril Demeria Presented with Wrist Watch at Radio Broadcast

Cyril Demeria was awarded a 15-jewel wrist watch and a gold star pin for the best good deed done in Dauphin, at Eaton's Good Deed club broadcast from the stage of the Dauphin Theatre, Saturday morning, November 8th.

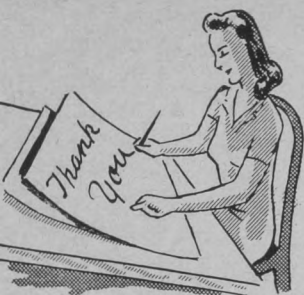
The award was made for Cyril's rescue of five-year-old Garry Zawada from certain death in the Vermillion river during the flood last June. Garry had been swept over the road into deep water and was pulled out by Cyril.

Kerr Wilson, CKY, was the announcer for the half-hour broadcast which featured all-Dauphin talent. Following the opening announcement the Dauphin Boys' Band, under the direction of Jack McMurray, played the first number.

Other participants, in their order, were: solo

by 11-year-old Lorna Dahlgren; recitation by seven-year-old Jimmy Bullmore; piano solo by 10-year-old Georgia Reid; two numbers by a choir of tiny tots between five and seven, under the direction of Miss L. Crosby; the presentation of the watch to Cyril Demeria; also the announcement of another Good Deed winner, Allan Dennis of Winnipeg, who won the award for outstanding work during an automobile crash; solo by 14-year-old Jimmy Thomlinson; piano solo by 11-year-old Jacqueline Easterbrook; solo by 11-year-old Marion McQuay. The concluding number was played by the band.

The half-hour broadcast was sponsored and directed by The T. Eaton Company.



Letters of Credit

Winnipeg Eatonians Will Be Proud of the Sentiments Expressed in the Two Letters That Follow. The First is a Most Kind and Graceful Tribute From a Cordova Street Customer Who Writes in Part:

"I would like to take this opportunity to let Eaton's know that since the first day they opened in Winnipeg all my dealings with them have been very satisfactory—and sometimes beyond what might be reasonably expected.

"A lady recently said to me: 'I always feel sure, when I am dealing at Eaton's.'

"The morning radio program is also very worthwhile."

"The psychology bits are deserving of a wide hearing. Eva Henderson used to be so cheery I thought you could not find as good a successor, but Judy McConnell has given an excellent performance.

"The uniform courtesy which is shown by your drivers is also worthy of mention.

"I hope that The T. Eaton Co. Limited may long carry on in the same spirit it has always shown."

* * * *

A "GOOD NEIGHBOUR" WRITES:

"916 S. Williams Street, Denver 9, Colorado, U.S.A.

"When I was shopping in your store August 18-19 of this year I purchased a white trapper point blanket, and it is needless to say that I was greatly pleased with it. Another thing that pleased me, even beyond words, was the honesty that was shown when I thoughtlessly walked off and didn't wait for my change.

"The next day when I was in the same department of the store the young lady who had waited on me the day before came up to me and asked if I was 'Mrs. Crocker—guest at the Mall Hotel.' Imagine my surprise—she recognized me and told me that I had left my change the previous day. (Such honesty is certainly to be recognized, and I am sure the store does.) Then helped me get a refund."



P Stands For Price

Welcome to Winnipeg, Mr. J. Price, who comes from the Edmonton store to take over his new duties as head of the drapery department here. Mr. Price makes the eleventh member of the draperies whose name begins with the letter "P." The others are: Patterson, Pilling, Penton, Page, Pickles, (Miss) Prince, Pearin, (Miss) Plemondon, (Miss) Patterson, Pomfret.

BOTTLENECKS!

How you hate them! Those half-filled street cars that pass you by. Congestion on the Beach highway because of one slow-poke up ahead. Delays in starting concerts, games and such, waiting for all those latecomers to find their seats.

So needless—and so thoughtless.

But no more so than that tie-up in our telephone service when essential calls are held up or prevented because of an overload of personal calls.

We don't deny that occasionally such calls are necessary, but we do suggest that they be kept to a minimum, and as brief as possible.

Turn to Page Thirty-nine and we'll tell you about Wednesday morning.

(Continued on Page Thirty-Nine)





Left—Joe (right) is congratulated by Mr. N. Forbes. Centre—An electric circular saw, presented by Mr. G. Jacques. Right—Bill Rowell, an old associate, adds his best wishes.

HAPPY HOBBY HOURS!

Joe Green Celebrates 40th Year with Eaton's

When a man works all day among fine woods and power tools you might think that woodworking as a hobby would be like "a busman's holiday." But not to Joe Green (picture framing work room), who on November 12th completed forty years with the Company. To mark this long milestone, Joe's associates surprised him with the presentation of a fine electric circular saw, and Joe's eyes fairly danced with delight!

Mr. George Jacques, assistant manager, did the honours. Mr. N. Forbes, supervisor, adding his congratulations, said: "A man who works forty years for one company proves that he's been loyal and honest and has something on the ball." Mr. Forbes added that in his own thirty-three years with the Company there hadn't been a day when Joe Green hadn't been willing to put his best into the work of the department.

* * *

Tires Pumped! Spokes Straightened! Smiles Adjusted!

Ernie Watson Calls It a Day

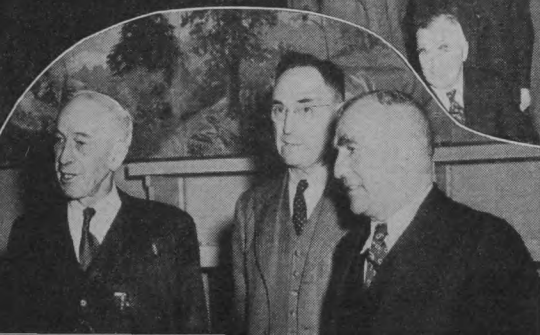
Ernie Watson (caretaking) was presented with a handsome mantel radio from his fellow workmen when on Saturday, November 1st, they gathered to honour him on the occasion of his retirement, after 27 years of faithful service with Eaton's.

Ernie has been in charge of the employees' bicycle sheds for the past few months where, says he, "I got a kick out of keeping the girls' bikes in shape." The girls in question showed their appreciation of Ernie with a Waterman's pen and pencil set.

Mr. Watson served in World War I and still suffers leg wounds that keep him from getting around as much as he would like. He has two daughters, Mrs. E. M. Bradshaw, formerly department 122 (audit), and Mrs. M. D. Bradshaw, millinery.



Ernie Watson's kindly and unexpected deeds beyond the line of duty remind us of Wordsworth's lines: "That best portion of a good man's life, His little, nameless, unremembered acts of kindness and of love."



Top Picture—Receiving room men pay tribute to Ernie. Lower Picture—Left to right: Mr. A. D. MacDonell, Mr. Dan Galbraith (head of department) and Ernie Watson.



Bob, on his anniversary morn, looking very dapper in his doorman's uniform.

ROBERT (Bob) GREGG

In blazing heat or blustering cold Mr. Robert (Bob) Gregg, of our friendly doormen's staff, has probably ushered in more smiles and "good mornings" than most other Eatonians. On Monday, November 10th, Bob was honoured by his department—the occasion being his 35th anniversary with the Company.

A presentation to Mr. Gregg of red leather-topped chairs and a table, was made by Mr. A. D. MacDonell, on behalf of 132 department. Mr. MacDonell also expressed the Company's appreciation of Bob's faithful service—all spent in "132." Bob hopes to have many more happy years with Eaton's. He and his wife are planning a trip to the coast next year to celebrate his anniversary.

Bob Gregg was born in Donegal, Ireland, and is married to a former Eatonian, Isabella Blair of old 50 department, mail order. In his leisure hours he likes gardening and fishing.

* * * *

WILLIAM MARTIN

A well-known and well-liked member of the staples department for the past twenty-five years, Mr. William (Bill) Martin was presented with the handsome and sturdy Gladstone bag seen in the picture on Page 19 to mark his joining the quarter-century club. Presentation was made by Mr. J. Watson, head of department, on behalf of Bill's fellow workers.

A Yorkshireman from Castleford, Bill Martin served overseas with the Camerons in World War I. Today Bill likes the quiet pursuits of reading, gardening and golf. Actually, Mr. Martin joined Eaton's away back in 1912. He left the Company in 1920 owing to ill health, otherwise Bill would now belong to the "Class of 1912."

LADIES' CHOICE

She may control 85% of the nation's purchasing power, but to many retailers, woman is an unpredictable purchasing power. To find out what women want, however, and to give to them, is still the first pre-requisite of successful selling. One attempt to simplify the task, resulted in the classification of women buyers, thus:

1. The economy-minded woman who has money but with whom economy is a habit and guiding thought in life.
2. The young married woman who is eager to operate a very modern home.
3. The older woman who knows homemaking, and is searching for convenience in what she buys.
4. The mother of several whose motivating idea is to spend in such a way as will best benefit her children and administer to their needs and wants.
5. The socially-minded woman who spends "To keep up with the Joneses."
6. The business girl whose buying is concentrated mostly in drugs and clothes. . . .

Women's reactions are slower than men's, and they take a longer time to decide what they will buy. They have to convince themselves. And their testing gauges are their senses of touch, smell, taste and sight. On these they rely so much that they are likely to buy an article as much for its exterior quality as for its inherent worth. After testing and trying, a woman will still want to compare, look around, and consult her pocket-book again. And when he has apparently satisfied her, the retailer must be prepared to respect her time-honored privilege of changing her mind.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the **EATON** *Quarter-Century Club*

MISS TERESA FITZSIMMONS

Honouring her 25th anniversary with the sportswear on October 30th, Miss Teresa Fitzsimmons, head of department, was presented with an exquisite figurine, "Easter Day," a musical atomizer that plays "Irish Lullaby," as well as many other individual tokens of affection from her associates.

In the evening she also was guest of honour at a delightful party held at the home of Mr. Ernie Gould, assistant manager.

To top off her "big day" Miss Fitzsimmons also received gifts of flowers and congratulatory wires from other friends over the Company's network.

MISS DORA DUBREUIL

At a breakfast party held in the board room on October 21st, Miss Dora Dubreuil was honoured by her associates of the general audit on the occasion of her Quarter-Century anniversary with the Company. Mr. Ian Dickson, head of department and chairman, presented Miss Dubreuil with a sterling silver toilet set—brush, comb and mirror, as a memento from the department.

Mr. A. D. MacDonell, as a former member of the general audit staff, spoke of Miss Dubreuil as a capable and willing worker, with a pleasing personality—all qualities to be admired in an Eatonian.

Dora Dubreuil was born in Winnipeg. She started in the sales audit in 1922 and from there transferred to the general audit where she has spent the last 18 years.

MISS BJORG PETERSON

Miss Bjorg Peterson celebrated her 25th year as an Eatonian on November 7th. She has been in the pattern department for the past 17 years, coming from the notions where she spent her first eight years.

Miss Peterson was presented with twin travelling cases from the department. Mr. P. O'Dell, head of department, made the presentation. Later in the evening a dinner was held at Moore's in her honour. After dinner Mr. O'Dell presented Miss Peterson with a pair of chatelaine pins from her old friends.

"Petie," as she is known to her associates, responded, saying she had spent 25 happy years in the Company, but looking back over the years, it didn't seem that long. She also said it was like one big happy family in the patterns.

Miss Peterson received a congratulatory wire from Mr. L. O. Vincent who was in New York returning from a business trip overseas. There were messages also from other business associates.

Miss Bessie Lucas, section head, and Miss B. Peterson with their combined services, make 60 years with the Company. Miss Lucas will be celebrating her 35th anniversary in July.

MISS MARGARET FALCONER

Margaret Falconer (foodateria department) doesn't believe in unlucky numbers, for on November 13th, 1922, she became an Eatonian and has many happy memories of her association with the Company. The foodateria staff gaily decorated Margaret's desk on Thursday morning, for the special occasion, and amidst many good wishes and a hearty handshake from Mr. A. "Pat" Carr, assistant manager, she graciously accepted a lovely handbag from the department, and many individual gifts.

Peggy's Pantry set the scene for a staff party on November 10th, honouring Margaret, and many former Eatonians were present to add their congratulations. Dinner and sing-song, led by Carl Johnson, gave the evening a fine start.

Mr. J. W. Foubister, head of department, presented Margaret with twin travelling bags from her associates. Loads of fun, dancing and general merry making made a delightful evening.

Congratulations from all of us to Margaret who came over from Kencardinshire, Scotland, when she was five years old and has a bonnie Scottish smile for all.



Above—Miss Dora Dubreuil. Presentation by Mr. Ian Dickson.



Above—Miss Dora Dubreuil with two friends.
Below—Presentation to Mr. Bill Martin. Mr. Joe Watson officiating.



Above—Miss Bjorg Peterson accepts department gift from Mr. P. O'Dell.

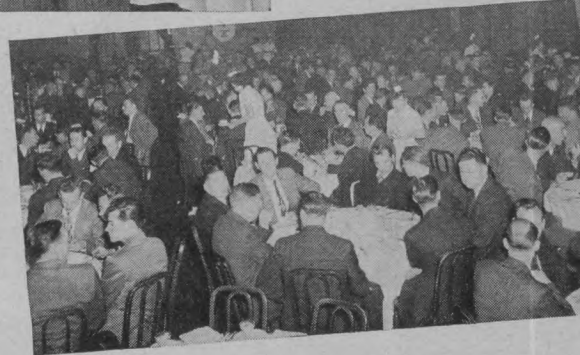


Miss Teresa Fitzsimmons



Left—Mr. A. "Pat" Carr presents travel bag to Miss Margaret Falconer.
Below—Margaret and friends.





GOLFERS' GRAND FINALE!

Trophies and Prizes Presented at Annual Banquet of Eaton Men's Golf Club

Someone has said that: "The old Scotch golfer endeavours to do what there is to be done quietly, without superfluous weapons or fancy gestures." There are many players like that in the Eaton Men's Golf Club; we've also some of the other kind, who carry around a load of heavy "artillery," fancy flourishes, alibis and boisterous phrases. But they're good fellows all—and on the night of October 30th they gathered some 350 strong to enjoy the annual wind-up at the Fort Garry Hotel. President Reg. Hinch was chairman. Mr. Hinch briefly recalled the season's activities. Competition in the various events was most keen, he declared, "because we have a number of first-class golfers."

(Continued on Page Twenty-Two)



Descriptions of Pictures Above

Top Row, left to right—Head table, Messrs. J. Stronach, H. A. Steele, A. Osborne, B. C. Scrivener (superintendent). Mr. S. H. Williams (224) receives runner-up prize in "C" class event from Mr. W. G. B. Dailley (staff superintendent). Mr. J. P. Trainor (136) receiving "E" class knock-out prize from Mr. Dailley. Messrs. R. E. Herriot (224) and L. H. Martin (928), winner and runner-up in "D" class. Extreme right: President Reg. Hinch welcomes the guests. In front of him is a glimpse of the magnificent trophies.

Second Row, left to right—F. Browaty, right (270 W.R.) and S. H. Williams (222), winner and runner-up in "C" class knockout. Large picture: The smile of a grand champion. Hughie Caldwell (105) proudly holds the John David Eaton trophy and miniature which has just been presented by Mr. Dailley. Mr. A. L. Best (left) pinch hits for his son, A. L. Best, Jr. (now 236 Moose Jaw store), in receiving the R. S. McCordick trophy. Mr. Harry Greenwood, winner of the senior field day, gets a big thrill as he receives the W. G. B. Dailley trophy. Cliff Gardiner, a Brandon College student, made a big

hit with impersonations. Extreme right: Dave Arnott (1745) (with back to camera), a former Manitoba champion, receives the "A" class low gross prize.

Third Row, left to right—W. Alexander (1074) right, is another prize winner announced by secretary F. T. Mace. Centre (beside championship picture): Percy Thompson (3) and Johnny Kulack (238) congratulate each other. Percy (right) is winner and Johnny runner-up in "D" class knockout. Next: Art Cassie (1747), left, and A. MacDonald (55), "B" class consolation winners. Extreme right: F. Menzies (1074), at left of picture, second low gross winner.

Lower Row, left to right—B. Kitson (270) and F. R. Swonnell (122A), "C" class consolation winner and runner-up. D. S. Marshall (22), centre, and A. Savage (154A), left, "A" class consolation winner and runner-up. A glimpse of the banquet-eers. Eric Dolan (29), left, "B" class low gross winner. Extreme right: Head table again. Messrs. Reg. Hinch (president), W. G. B. Dailley (staff superintendent), W. Bickell (president of Elmhurst Golf Club), and W. J. McKeag.



Eaton's Honour Maple Leafs at Victory Dinner

Notables from Canada and the U.S. paid tribute to the world champion Toronto Maple Leafs at a victory banquet at the Royal York (Toronto), on October 13th. More than 180 well-known hockey figures watched presentation of gifts to the Leaf players. The T. Eaton Co. donated sweater coats and Maple Leaf crests. Mr. C. M. Leishman, Director, (left) is seen with Turk Broda, Leaf goalie.

"HAP" DAY SENDS THANKS OF MAPLE LEAFS

The following letter has been received by Mr. C. M. Leishman from "Hap" Day, coach of the Toronto Maple Leaf Hockey team, in appreciation of the gift from The T. Eaton Company to the Leaf players:

"Dear Mr. Leishman,

"Please accept the very sincere thanks of the Maple Leaf players and myself for the lovely gift given to us by your Company, at the Victory Banquet on October 13th.

"It was more than kind of you to remember us in this way, and believe me, we are

—Reprinted from "Flash," Eaton's, Toronto.

"Gratefully yours, 'Hap' Day."

GOLFERS' GRAND FINALE!

(Continued from Page Twenty-One)

Tribute Paid The T. Eaton Life Assurance Co.

The thanks of the Men's Golf Club to The T. Eaton Life Assurance Co. for their donation of most substantial prizes to the winners in the knockout competition, was expressed by President Hinch. He added his regrets that Mr. P. F. Brigden, local manager, was unable to be present.

Accompanying the chairman at the head table were Messrs. B. C. Scrivener, W. G. B. Dailley, J. McKeag, John Stronach, A. D. MacDonell, G. H. Hubbs, William Bickell (president of Elmhurst Golf Club), Angus Osborne, H. A. Steele, W. Gould, Bill Good, Scotty Harper and W. E. C. Hurlburt.

Presence of the following Eatonians from western points also added interest and pleasure to the occasion: Messrs. N. Bergstrom, Calgary; S. H. Comba, Calgary; F. J. Moge, Regina; E. B. Cawsey, Moose Jaw; W. M. Lytle, Saskatoon; J. F. Gerecke, Saskatoon; H. Lennerton, Lethbridge; O. Stranne, Red Deer; L. K. Ekstrom, Medicine Hat; G. M. Bompas, Prince Albert; G. W. Millar, Port Arthur; D. J. Robinson, Swift Current; A. Cross, Brandon.

Mr. B. C. Scrivener spoke of the Company's interest in welfare of the staff and its generosity in helping the various sports activities to carry out their programmes.

Mr. Angus Osborne was representing Mr. A. H. Young, mail order superintendent, who was

unable to attend. Mr. Osborne did a mild bit of bragging about the golfing prowess of his three young grandsons (but, of course, all granddaddies are like that).

President W. Bickell of Elmhurst Golf Club —where so many Eaton golf battles are fought —received a great ovation as he brought greetings and congratulations to the Eaton Club.

Such golfing old-timers as Messrs. John Stronach, George Hubbs, Jim Bloomer (now enjoying retirement) were called upon to take a bow and received a rousing reception from the assembly.

Mr. W. G. B. Dailley, staff superintendent, made presentations of the various trophies and prizes, including the new Dailley trophy which he recently endowed for the oldsters — or politely speaking, the "seniors." Mr. F. T. (Gerry) Mace, the club's highly capable secretary assisted in the presentations and also in the preparations for this most enjoyable evening.

Mr. Bob Robertson handled the entertainment features.

Golf movies were keenly enjoyed and enthusiastic applause greeted the field days' action shots of various members taken by our photographic department.

Shots of Maestro Bobby Locke when in Winnipeg this summer were an added treat and credit to Andy Savage for taking these movies and showing them at the wind-up. And thus another grand golf wind-up goes down in Eaton sports history.



Five Vancouver Sun men recently demonstrated what wearing shorter pants could mean. Carrying the fashion to an extreme was inspired by a New York fashion arbiter's suggestion that men's trousers would be shorter, showing the ankle.
—Vancouver Sun.

In the above picture five Eaton fashion men obligingly model the suggested "New Look" for Contacts' budding cartoonist, Bob Peterson. Left to right, these impeccably tailored Beau Brummels are: Messrs. Eric Dolan (mail order men's clothing), Graham Travers (men's shoes), W. K. Charge (men's furnishings), W. J. McKeag (merchandise office), and T. P. McBryde (men's hats).

WINNERS OF 1947 SEASON

Field Day Competitions

Grand Championship—John David Eaton Trophy—H. Caldwell (105).

"A" Class—R. S. McCordick Trophy—Winner, A. L. Best (formerly 233, now M.J. 236); runner-up, D. S. Marshall (22); low gross, D. Arnott (1745); second low gross, J. Punshon (174).

"B" Class—Gilbert M. Eaton Trophy—Winner, H. Caldwell (105); runner-up, J. Woodhouse (214); low gross, E. Dolan (29); second low gross, B. H. McGregor (238).

"C" Class—R. Y. Eaton Trophy—Winner, J. Yates (256); runner-up, S. H. Williams (224); low gross, C. Spearing (1037); second low gross, F. Menzies (1074).

"D" Class—H. M. Tucker Trophy—Winner, G. Lawrence (1745); runner-up, G. Harris (528); low gross, H. Nicol (139); second low gross, G. Thorlakson (146).

"E" Class—B. C. Scrivener Trophy—Winner, R. Firth (215, now at Toronto); runner-up, R. Wicklund (1745); low gross, J. P. Trainor (136); second low gross, S. Bucham (277).

Senior's Field Day Competitions

W. G. B. Dailley Trophy—Winner, H. Greenwood; runner-up, N. Taylor; low gross, D. Arnott; second low gross, J. D. Moberley.

Knockout Competitions

**Prizes Donated To Winners By
T. Eaton Life Assurance Co.**

"A" Class—Winner, G. Morris (52); runner-up, J. Fowler (38). Consolation—Winner, D. S. Marshall (22); runner-up, A. Savage (154A).

"B" Class—Winner, B. H. McGregor (238); runner-up, W. Alexander (1074). Consolation—Winner, A. MacDonald (55); runner-up, A. Cassie (1747).

"C" Class—Winner, F. Browaty (270 S.R.); runner-up, S. H. Williams (222). Consolation—Winner, B. Kitson (270); runner-up, F. R. Swonnell (122A).

"D" Class—Winner, P. Thompson (3); runner-up, J. Kulack (238). Consolation—Winner, R. E. Herriot (224); runner-up, L. H. Martin (928).

"E" Class—Winner, J. P. Trainor (136); runner-up, J. Sutherland (239). Consolation—Winner, C. W. Kennedy (5); runner-up, R. Collins (1766).

NOTE—Pictures taken at the golf wind-up are now on view in the fifth floor studio where copies may be obtained.

SANTA CLAUS NEARLY HAD A FIT!

When he heard a salesperson here and there still using those old "boilerplates": "Something for you?", "Will there be anything else?", "Is that all?"...

"Land o' Goshen," exclaimed the good Saint Nick, "after all the grand new things I've brought for Christmas, why can't they suggest something?"





Miss Morris seated at her gaily decorated desk.

pany. Highlighting Betty's quarter-century "loot" was the presentation of a beautiful wrist watch.

A dinner in her honour was also held by the department in the Mikado room of Moore's restaurant on October 23rd. On behalf of the gathering, Miss Gladys Cassie made a presentation to Betty of a housecoat, umbrella and a recording of Blue Bird of Happiness, by Jan Peerce.

Miss Una Elizabeth (Betty) Morris was born in Beeston, Nottingham, England. Fond of gardening, the charming Betty is also an ardent golf fan and member of the Eaton Women's Golf Club. Here's wishing you "many happy returns," Betty!

MISS ISABEL DREVER

The drug office was colorfully decorated with yards of Scotch plaid in honour of Miss Isabel Drever, who celebrated her twenty-fifth anniversary with the Company on November 10th.

Miss Drever was presented with twin luggage from the department, a blue wool housecoat from the office girls, and numerous individual gifts.

Mr. G. P. Blakeman, group supervisor, in making the presentation spoke of Miss Drever's efficiency and how her early banking training had made her a valuable asset. He spoke of her kindly interest in the welfare of all members of the staff, and of her natural courtesy to one and all. He hoped that the travel bags would be useful very soon when she makes her trip back to Scotland. Miss Drever wishes to thank all for their lovely gifts, and those who called during the day to offer their best wishes.



Miss Drever receives the congratulations of Mr. G. P. Blakeman.



Miss Kay Prynn

MISS KAY PRYNN

Just twenty-five years ago on Friday, November 7th, Kay Prynn joined the staff of department 119, mail order exchange.

Kay is a real Winniepegger, having first seen the light of day in our fair city. She has resided here all her life but has enjoyed many holidays, including visits to the west coast.

On her eventful day, Kay was welcomed into the department, where a beautifully decorated desk of lovely gifts, crowned by a coffee table from the department, awaited her.

Kay says she has always found her work most interesting and is glad to be an Eatonian. Congratulations and good luck, Kay! May you have a lovely trip to the coast.

MR. ALEX J. HERRIOT

Mr. Alex "Doc" Herriot (printing plant) celebrated his twenty-fifth anniversary with the Company on November 10th and was presented with a handsome pen and pencil set from the staff of the composing room.

"Doc," who received his nickname in early schooldays, started his printing apprenticeship in Souris, Man., and worked in various western cities. He is now a monotype operator in the Eaton printing plant.

Mr. Herriot has been twice winner of the McGee Memorial Trophy, emblematic of the Eaton curling championship.

Mr. and Mrs. Herriot have three boys and a girl, the two older boys having served overseas in World War II. Bob Herriot is now in the fancy goods department, and "Doc's" younger son, Paul, who received favourable mention in the rugby line-up of St. Paul's College, is in the men's shoes on Saturdays. Congratulations, "Doc"!



MISS MABEL HERGET

Miss Mabel Herget, mail order sales room, celebrated her twenty-fifth anniversary with the Company on October 23rd. Miss Herget was presented with twin travelling bags from the staff as a token of affection and to mark her many years of faithful service with Eaton's.

Mabel is the daughter of Mr. Bill Herget, who was on the carpenters' staff when the Winnipeg store was being built. Miss Herget's parents are residing in Winnipeg, though her father retired some years ago. Miss Herget was born in Boston, Mass., and later moved to Winnipeg. She joined the staff of 173 department in 1922, where she has spent her full twenty-five years. Congratulations, Miss Herget!



Miss Mabel Herget

MR. GEORGE JACQUES

On October 23rd Mr. George Jacques was honoured by his department (the picture framing workroom), of which he is assistant manager. The occasion was his twenty-fifth anniversary with the Company. George received a handsome Gladstone bag from his associates, presented by Mr. N. Forbes, supervisor, who congratulated him on his long and loyal service with Eaton's.

George spent his first five years in the mail order packing department and the latter twenty years in the picture framing workroom.

Mrs. Jacques was the former Olive Rogers of mail order packing office. They have four children to keep their household merry: George, Jim, Margaret and Kenneth. Mr. Jacques is fond of gardening and, wisely, has a hobby. In his leisure hours he goes in for woodworking. Good luck and congratulations, George!



Mr. Jacques is greeted by his supervisor, Mr. N. Forbes.

In his leisure hours he goes in for woodworking. Good luck and congratulations, George!

MR. RUSSELL A. CHATFIELD

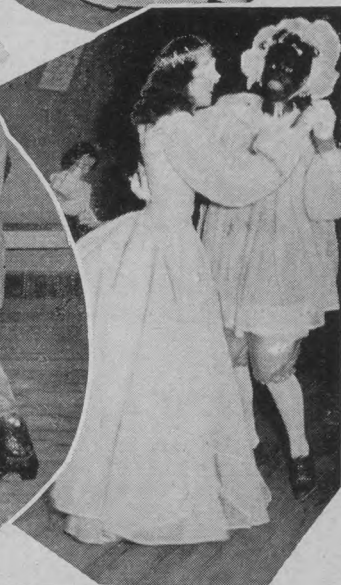
Belated congratulations to Russell A. Chatfield, assistant manager mail order lingerie, were in full swing on Monday morning, October 27th, the occasion being his completion of 25 years with the Company.

Mr. Chatfield, who had just returned from the east, was greeted by the management and staff, a gaily decorated desk befitting the occasion, and presented with a handsome Gladstone bag. A beautiful bouquet of roses was sent to Mrs. Chatfield.

To make his day complete, members of the staff, along with Mr. and Mrs. Harris, surprised Russ by dropping in at his home in the evening en masse. Many thanks to Mrs. Chatfield for her part in making the evening a huge success.

Winnipeg born, Russell Chatfield spent sixteen years in the mail order packing and the past nine years with the lingerie department. Mrs. Chatfield was Hilda Plunket, mail order hosiery. They have two daughters, Corinne and Joan.





Eaton Riders' Hallowe'en "Gallop"

Top row, left—Meet your executive: (front row) Art Wells, Cece Kohnen, Madeline Doyle, Mary Ripley, Frances Hayward. (Back row) Bud Davidson, D. Asseltine, Leo Clarke. Right—A merry foursome.

Second row, left—A corner of the barn showing some of the merrymakers. Inset—Cece Kohnen (left) and Art Wells (sans horses). Right—Topsy dances with Cinderella.

Lower row, left—London Bridge (rear view). Right—Everybody happy—another corner of the barn.

Top Picture—The stove gang say good-bye to a grand little gal!

Lower Picture—Mr. Bruce McLarty, head of department, does the honours.



Stove Department Gives Farewell Party for GRACE OSBOURNE

Senior office girl in the stove department—on October 29th Grace Osbourne was tendered a complimentary dinner at Moore's by her associates on leaving to reside with her family in Vancouver.

Presentation of Pakaway luggage was made to Miss Osbourne by Mr. Bruce McLarty (head of department). Mr. McLarty spoke of Grace as a splendid asset to the Company and stressed her value to the department during the difficult war years.

We since learn that she is now with our Vancouver warehouse, in charge of invoices.



Eaton Riders Gallop Into The Social Season

The Equestrians Club, or the "Lads and Lassies Who Ride the Hosses" started off their social season with a barn dance at Patterson's, and though the crowd was not as large as we had hoped, they were all jolly and everyone had a swell time.

The dress was informal, with a western and southern touch. Our inquiring photographer got in a few good shots, both candid and not so candid. Note the handsome group up in the corner—our executive committee, no less. We like the grins and cheery smiles of this group, but your reporter would like to know what secret thought gave Mr. Wells that "cat that swallowed the canary look." Could it be the joke that both he and Cecilia are enjoying (centre shot).

The masquerade group are members of the Riding Club, but unfortunately your reporter fell down on the job and failed to obtain the gals' names. Sorry, girls, really I am! The music for the dance was supplied by Len Moren of the mail order (and by the way, if you folks like good, peppy music—both old and modern—then Len's your man).

The committee had a dandy programme lined up with the master of ceremonies tossing in everything he could think of, and some things he should not have thought of.

There were spot dances with a box of chocolates as the prize, and the highlight of the evening was the door prize, won by Tommy Carston (men's furnishings). Guess what it was? Well never mind, I will tell you—a really beautiful all-glass horse lamp. Yup, it was a dandy! And as someone remarked: "Why Tommy, you won't need to feed it hay." Ouch!

The gang playing London Bridge "down in the corner" are really having fun, as a matter of fact they are doing what is called out west

the "Paul Jones' Dance," or to the city slickers the "Social Two-Step."

Well, gang, I have covered most of the high spots of our last do. (Blame that last word on the Aussies.) As for future events keep in touch with any of the committee members, in fact drop in any time with your suggestions as to what you would like and when you would like it, be it a corn roast, weiner roast or good ol' hay ride. So get on your horses, gang, let's hear from you.

—Your Requiring Reporter.

THIRTY YEARS WITH EATON'S

1917-1947

Congratulations to Mr. Joseph E. Small, printing plant, who on November 13th, completed 30 years with the Company.

Miss Myrtle Bovey (mailing list) who celebrated her thirtieth year with Eaton's on October 24th. The happy smile she is wearing is ever-present with Miss Bovey. A lovely handbag from her associates, and individual gifts, were mementos of the occasion.



Mixed Five-Pin Bowling League Annual Turkey Shoot

TURKEY WINNERS (November 11th)

Girls

Rose Gordon (21).....	261
Ruth Baldwin (102).....	328
A. Roy (147).....	281
Mrs. Hazel Tarry (161).....	314
Evelyn Turner (131).....	254
Marion Stewart (209).....	283
Grace Martin (100).....	281
Jean Moss (214).....	254
Mrs. E. Sigvaldason (72).....	251

Lil Brown (60).....	300
Ethel Jefferies (201).....	283
Bessie Valentine (122A).....	324
Elsie Course (116).....	343
Bertha Selner (70).....	307
June DesBrisay (167).....	324
Ann Waytiuk (116).....	278
H. Markevich (116).....	283
N. Moore (10).....	274

May Parker (272).....	267
Bernice Spring (5).....	289
Daisy Stoney (1745).....	260
M. Douglas (379).....	259
Edna Bishop (1745).....	258
V. Chambers (179).....	264
R. Johnson (147).....	274
Elsie Cruse (209).....	288
M. Cymbalisty (44).....	252

Boys

Bill Liver (27).....	328
Frank Frampton (228).....	312
Reg King (209).....	323
Art Wright (12).....	313
Russell Vipond (101).....	390
Joe Leighton (29).....	286

Joe Green (256).....	308
Sam McBeth (379).....	291
A. Watson (1745).....	304
Frank Swonnell (122).....	348
Bill Melnyk (1074).....	331

Norm Henry (5).....	295
Alex McDonald (55).....	302
Bill King (205).....	346
Tom Clear (122A).....	361
Tom McFetridge (257).....	306
J. Duffield (212).....	305

Final Standings, First Series

Division 1	W. L.	Division 2	W. L.
Spillers	19 8	Winsomes	17 10
Hits and Misses	18 9	Selects	16 11
Kentiles	15 12	Nomads	15 12
Scotties	15 12	Greenettes	15 12
Sport Togs	13 14	Sparklers	15 12
Merries	13 14	Capitols	15 12
Strollers	12 15	Peepers	12 15
Rough Riders	12 15	Nationals	11 16
Pat's Punchers	9 18	Skippers	10 17
Set Ups	9 18	Fuzzies	9 18

Division 3	W. L.	Division 4	W. L.
Eagles*	16 11	Penny Pinchers	18 9
Adjusters*	16 11	Whiz Bangs	17 10
Hucksters	15 12	Snowballs	15 12
Chibabas	14 13	Eurekas	15 12
Seven Ups	14 13	Boopers	14 13
Pushovers	14 13	Rip Saws	14 13
Progressors	13 14	Monarchs	12 15
Favritz	13 14	Jewels	12 15
Gay Ones	11 16	Decots	11 16
Lafalots	10 17	Mazumas	7 20

Division 5	W. L.	Division 6	W. L.
Alley Byes	21 6	Zoot Shooters	18 9
Mixers	16 11	Split Atoms	15 12
Hawks	15 12	Drivers	15 12
Tryhards	14 13	Zeros	15 12
Panty Waists	11 16	Comets	13 14
Dust Pans	11 16	Majors	11 16
Wise Ones	11 16	Dandies	11 16
Jeeps	9 18	Ramblers	10 17

Division 7

Peppy Pals*	18 9	Rovers	13 14
Red Hots*	18 9	Zipperers	11 16
B-Bees	15 12	Westerners	11 16
Trotters	14 13	Panthers	8 19

Division 8

King Pins	17 10	Has Beens	14 13
Vikings	16 11	Admirals	12 15
Quints	14 12	Raiders	7 20

* Tie settled by high score on last night of play.

Scholar — Singer — Sportsman

WALTER LAMPE WINS GOVERNOR-GENERAL'S AWARD

Walter Lampe, son of Mrs. W. Lampe, store interpreter, has been awarded the Governor-General's Medal for General Efficiency in St. John's Technical High School with a year-round average of 90%.

Walter not only shines academically, but as captain of his school soccer team he led his mates to top the city and provincial play-offs.

Last Christmas Walter and his friends entertained with carols and gifts at the Children's Hospital and are planning the same this year.

Mr. Ben Sigurdson Bids Farewell to Eaton's

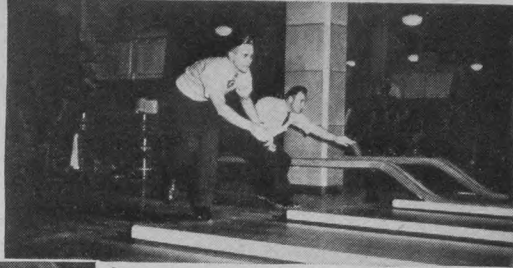
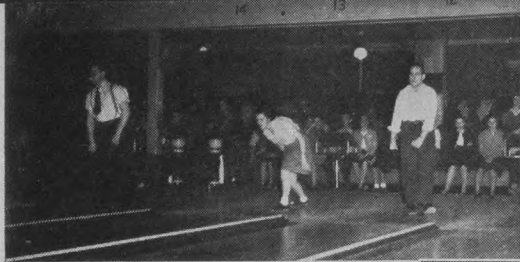
Deciding to take life easy and enjoy a well-earned rest after over 32 years' service with the Company, Mr. Ben Sigurdson (mail order dress goods) retired on October 18th. Mr. Sigurdson came to Eaton's on October 10th, 1915. Ben spent most of his service in department 122, joining 33 department in the Spring of 1944.

Born in Winnipeg, of Icelandic descent, Ben is the proud father of two girls, Eleanor and Sylvia, and a son, Franklin. He is of a quiet nature and enjoys a good book, and in the summer gardening is his favorite hobby.



On leaving, Ben was presented with a handsome Westminster chime mantel clock. Mr. P. H. Longstaffe (head of department), who made the presentation, paid a well-deserved tribute to Ben's sterling qualities, spoke of his fine record, and thanked him for loyal and conscientious service to the Company.

A host of friends in the store and mail order wish him and Mrs. Sigurdson good health and continued happiness.



Five-Pinners' Annual "Turkey Shoot"

Top row, left—Sam McBeth, Bella Dee and Gordon Campbell looking for strikes. Right—Alf Beavis and Walter Wiggin in the groove.

Second row, left—The Dustpans and Wise Ones add it up. In front row: Mabel Walker, Bill Tate, Al Jenkins, Ruby Johnson and Roy Lowe. Back row: Ruth Paul, Mary Thompson, Dave Miller, Fran Polonski and Pat Patenaude. Top centre—How not to hit a strike. Lower centre—Bill Hogg lets one fly. Right—front row, the Scotties: Agnes Hughes, Gace Lyons, Tom Scott, Hazel Giroux, Bill Murray. Back row, Hits and Misses: Bob Clark, Anne Anderson, Elva Luff, Nita Miller, Jack Collett.

Lower row, left—The Nationals and Skippers count them up. In usual order are George Murray, Ernie Wall, Pearl Harper, Helen Braid, Rose Kurtz, Dot Trute, Neddie Moore, Hazel Tarry, Cy Scarr, Bill Webster. Right—A line-up of fifth division stars. Harold Johnstone, Wynne Lord, Amy Lawrie, Dunny Dewar, Jack Blythe, Doris Slack, Lenore Hantscharuk, Jean McKendrick, Betty Gyselman, Jean Kerr, Ted Barnes and Ellen Deason. Out in front: Les Hawksley and Melvin McKenzie.



HAPPY AS A HOME RUN!

The Eaton Softball League Wind-Up and Dance Was a Merry Evening

The annual banquet and presentation of prizes of the Eaton Softball League took place at the Marlborough Hotel on Thursday, October 23rd, 1947.

Honoured guests at the head table were: Mr. and Mrs. B. C. Scrivener, Mr. A. H. Young, Mr. and Mrs. A. D. MacDonell, Mr. and Mrs. W. Gould, Mr. and Mrs. H. Greenwood and Mr. and Mrs. W. E. C. Hurlburt. Mr. Tommy Scott, our softball president, was chairman of the evening. Mr. Harry Greenwood led the singing between courses, while Mr. Harold Price officiated at the piano.

After a sumptuous supper of roast chicken et al, Mr. Scott called on Mr. Scrivener who gave a short talk on the success of the past season, stressing the Company's interest which enables us to carry on our various sports' activities. "No where," declared Mr. Scrivener, "do I know of a firm who contributes more to the leisure hours of its staff." Our superintendent thanked the league for waiting for the return of himself and Mrs. Scrivener from their recent trip before holding the annual wind-up party.

Mrs. Scrivener then gave a resume of their trip east. The singing of "There'll Always Be an England," said she, brought to mind a little girl she had seen in Toronto, who was just three days out from England. The little one's enjoyment of white bread after so many shortages over there was pictured by Mrs. Scrivener who pleaded that we send all the foods we can spare to the undernourished people of Britain. It brought a lump to our throats to hear her story, and doubtless many vowed that they would do their full share in sending all that can be spared from this land of plenty.

Prizes Presented

Mr. Scott's remarks were short and snappy. He thanked his executive and all the members for their fine support, that, while we had lost little in quantity we certainly had gained in quality, and the success of the league enjoyed this season was due to the efforts of all concerned.

Pats and Combines Awarded Championship Prizes

Mr. Scott then called on Mrs. Scrivener to present prizes to the Pats. Miss D. Chambers, captain of the team, received the cup emblematic of the league championship, then followed the members of the team who, in their turn, received a prize of a beautiful maroon and white silk-lined corduroy jacket.

Mr. Scrivener then presented prizes to the Combines, and Mr. R. Prynne, manager, received the cup emblematic of the championship, also followed by the players who received red and blue blanket cloth jackets.

Imps and Hi-Boys Take Second Honours

Mrs. A. D. MacDonell presented the second-place prizes to the Imps which were black wool Eatonian sweaters.

Mr. A. D. MacDonell concluded the prize-giving ceremony when he presented the second place Hi-Boys with their prizes of beautiful white shirts and ties, adding "I wonder where they got 'em."

Miss Mary Matthews of the softball executive, then presented Mrs. Scrivener with a bouquet of American Beauty roses.

Mr. Scott closed the banquet with congratulations to the prize winners, and then gave the evening over to dancing to the capable music of Johnny Duffield and his orchestra.

Sliding Into Second

Bill Hurlburt was present as usual, despite a pair of "stove in" ribs acquired in the line of duty.

Foster Johnson was in fine fettle as was George Allan, Jack Kellas, Walter Scott and Bill Clay.

Our girls on the executive were hard at work when we arrived and they made a good job of the arrangements.

Harry Greenwood was "in there pitching" as song leader, but we think he lost the contest to the players.

Nice to see so many players and friends out to our "do." They all looked so happy and seemed to enjoy themselves. The decorations were a credit to Walter Scott; also the individual tables looked very nice, especially did we like the statue (of a player of 1945) in the centre of the Imps' table.

It was a grand night and we are all looking for the "return engagement." However, before that time we will adhere to the call of "Play Ball!"

—Bill Clay

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: Dorothy Chambers, captain of Pats. Centre: Harold Price, Harry Greenwood, Mrs. W. E. C. Hurlburt, Mr. A. D. MacDonell. Right: President Tommy Scott discusses season's highlights.

Second Row—Left: A glimpse of the party in Marlborough's Blue Room. Centre: "Swing 'n' sway" with Clarence Saunders and partner. Right: Another view in the Blue Room.

Third Row—A few more pictures of the party.

Fourth Row—Left: Millie Stevens (Pats). Next two pictures show that pretty girls were in profusion. Right: Stan Reshetka (Combines).

Fifth Row—Harry Greenwood and Harold Price put their hearts into the joyful job of song leading. Centre—Another presentation scene. Right: Frank Heath, one of the softball heavies, tripping the light fantastic with Mrs. Heath.

Lower Row—Left: Mary Matthews. Top centre: Bill Gould, Mrs. Harry Greenwood, Bill Hurlburt. Lower centre: Allan McFadzean. Right: Gladys Hewitt (Imps).



Top Row—Left: Jack Jamieson (at right) receives the thanks of his chief, Mr. Dan Galbraith. Right: An old friend, Norman Reid (receiving room), adds his good wishes.
Lower Row—Left: The presentation from Jack's fellow workers. Centre: "Three cheers and a tiger." Right: Jimmy Lockhart, another old friend, wishes Jack "all the best," after Mr. Frank Frogley (center) has made a presentation.

JACK JAMIESON RETIRES

Many Associates Assemble For Parting Tribute

A staunch-hearted Irishman and a loyal Eatonian, John (better known as Jack) Jamieson, receiving room floorman on the eighth floor, store, retired on October 31st, after 42 years with the Company.

To show their respect and affection for Mr. Jamieson, members of the receiving room staff and kindred sections of 132 department gathered to honour him with a farewell tribute.

"We are parting with an old friend," said Mr. B. C. Scrivener, store superintendent, in speaking of Jack Jamieson's fine record.

"I've been in pretty close touch with Jack all these years," added our superintendent, "and like most old-timers, he has given the Company his all. I thank him for his long and faithful service."

Mr. Scrivener also expressed the wish that Jack and his good wife (the former Miss May Lang, 300 department) might enjoy many years of health and happiness together.

Then on behalf of the gathering, Mr. Jamieson was presented with a handsome and "well-lined" wallet.

Mr. Dan Galbraith, head of department, also added his good wishes after which Jack's associates broke into three cheers and a tiger. Deeply moved, Mr. Jamieson spoke of his happy

years with Eaton's, his host of friends among the staff and not a known enemy.

Again Honoured

On the day prior to his retirement, a presentation was made to Mr. Jamieson in the receiving room, by a party of friends around the store. Mr. Frank Frogley, head of the western buying, presided. He spoke of Jack's faithful service, his helpfulness and co-operation at all times. Mr. Frogley then presented Jack with a gift of remembrance and assured him he would be greatly missed by his fellow workers.

Jack Jamieson was born in County Antrim, Ireland. A real Eaton old-timer, he worked on the construction of Winnipeg store.

Many Winnipeegers (now married, with families) will recall the kindly man who, long years ago when they were "knee high to a grass-hopper," guided them up the runway to pour the longings of their hearts into Santa Claus' ear! That was Jack Jamieson's pleasant duty in Eaton's Annex for many a Christmas season. And now we wish you health and happiness, Jack, as you enjoy a well-earned rest surrounded by your grandchildren. We know that all your memories of Eaton's will be happy ones!

"Lest We Forget"

"At the going down of the sun
And in the morning we will remember them."

Honouring those Eatonians who laid down their lives in World Wars I and II, wreaths were placed beside both memorial plaques on the main floor in our customary observance of Remembrance Day. One was a beautiful floral tribute from the president and directors of The T. Eaton Co. Limited; the other, a laurel wreath, was a tribute from the Eaton ex-service men and women.

Mr. Finlay Tease, custodian of the fund, reports that after purchasing the latter wreath there remained a substantial surplus. This has been fittingly turned over to a fund to provide Christmas cheer for hospitalized veterans.

Thirty-Two

Ross MacLean Receives Parting Tribute

On the eve of his departure for Edmonton to take up his new duties as head of department, men's and boys' clothing, etc., Mr. Ross MacLean was presented with a fully equipped English picnic basket for his car. Mr. Lindy Best, supervisor, did the honours on behalf of the staff. Mr. Ed Martin (group manager, men's clothing) and various members of the boys' department staff added their best wishes.

Don't rebuke anybody publicly—not even a husband.



*"And So
They..."*

*Were
Married"*

Top row, left—Mrs. M. Gresch, formerly Miss Ellen Thomas (boys' clothing). Centre—Mrs. C. Solomon, formerly Miss Leah Plotkin (mail order copying). Right—Mrs. H. Hobson, formerly Miss Islay Thexton (dresses).

Second row, left—Mrs. Carl Manweiller, formerly Miss Evelyn Dowgan (mail order packing). Centre—The lonely "gloom," pardon us, we mean groom, is Russell Smith who married Marjorie Armstrong. Right—Mrs. Albert Rodrigue, formerly Miss Denise Perron (mail order copying).

Third row, left—Mrs. C. Crawford, formerly Miss Helena Braid (fourth floor dresses). Centre—Mrs. Alexander Duthie, formerly Miss Florence Irwin (mailing list). Right—Mrs. Dennie Kransnowski, formerly Miss Steffie Ilchene (mail order packing).

Lower, centre—Joyce Foran presented with gift from the candy department by Mr. Ross Screation. Joyce left for Vancouver to be married.



BASEMENT STORE



Our apologies to Miss Cathy Woods of 901 stockroom, for not reporting her engagement in the last issue of Contacts. Cathy returned home from her holidays with a lovely ring on her left hand. Don't know how we forgot.

901 said goodbye to Miss Joyce Grundy who left for Montreal to be married. On behalf of the department, Mr. Collett presented the bride-to-be with a gift of holloware. A shower was also held at the home of Miss Mary Sullivan and Miss Grundy was presented with a breakfast set.

We are sorry to report that Miss Phyllis Hoccom is on the sick list. Hope you will be back with us soon, Phyllis.

"Everybody's Doing It!"

"Let me tell you about my operation," say the Misses Kay Reshitnyk, Helen Stadnyk and Belinda Olson who have undergone appendectomies lately. Wonder who has the neatest embroidery? Your pals miss you, gals!

Miss Shirley Glass is using her left hand exclusively. Why? She's an engaged gal now. Congratulations, Shirley.

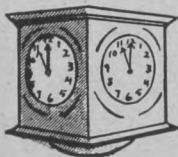
It's a girl! Congratulations to Mr. Jack Collett, first assistant, basement store (901), and Mrs. Collett on the arrival of a daughter, Wendy Joan, 7½ lbs., born Monday, November 17th. Mrs. Collett was Miss Bertha Miller, stationery department.

Glad to hear Miss Bernice White (928) is out of the hospital after her operation and we hope to have her back with us in the very near future.

We hear from the delivery office that Mr. R. McGregor, Mr. A. O'Neil and Mr. A. Chapman are away ill. Hope you are all back soon.

* * *

MAIN FLOOR



Mr. Bill Smith (men's furnishings) has been out sick for some time. Regards from the department, Bill, and a wish for a speedy recovery.

Mr. Jerry Cain (men's furnishings) is beaming all over these days for he announced the arrival of a baby girl, Susan Kathleen. Mrs. Cain was the former Kay Smith (cash office, third floor).

Thirty-Four



Miss Lentle (seated) wears a big corsage and a sparkling smile.

Mrs. Gordon Moore, formerly Miss S. Lentle (toys), was married in September in St. James' Presbyterian Church.

From the men's clothing department we hear Mr. Bodner's father has been ill. We sincerely hope he is coming along fine now.

Miss K. Gibbons (jewellery department), formerly of Oxbow, Sask., sparked into work Monday morning, November 10th, with a lovely diamond. I expect she is studying the gold rush era, as her future husband, Fred Harvey, is one of the most popular miners up north. You're a lucky fellow, Fred!

The jewellery department held one of their bang-up bowling parties on Wednesday, November 5th. Rolly Martin won the men's high prize; men's hidden prize was won by Tom Ritchie; and true to form, Jeff Yelland came romping home with the booby prize. The girls' high prize was won by Ruth Evans; girls' hidden prize won by Winnie Lord; and girls' booby prize won by Dorothy Buckley. The success of the evening was due to co-operation of all the gang and they are looking forward to bigger and better strikes.

* * *

SECOND FLOOR

"What? News for Contacts? Sit down, sit down, we always have news!" And here it is, from the fancy goods department.

Mr. R. Herriot (besides his notable golf efforts) has been trying a little duck shooting, and the suggestion came that perhaps he would be far ahead of the game if he purchased domestic ducks — but you should have seen the flock that got away! . . . Glad to welcome Miss K. Thornhill back to work after her illness. Hope you are much better, Kay, and will be able to enjoy a real "Merry Christmas." . . . Mrs. J. Murray has returned to the fold after her honeymoon trip. We especially liked the bagpipes at the wedding.



Mr. Curly Moran's favourite song last month was "Nursie, Nursie." Glad you are out of the hospital and back with us, Curly. . . . Mr. R. Oliver is a proud poppa for the third time—a boy—Harvey Ronald! . . . Mrs. Ida Erickson (candy office) left recently for Toronto. She was presented with a compact and the best wishes of the department. . . . Mr. J. Woodhouse did not want his appendix and paid the hospital a visit. Hope you are back with us soon. . . . Miss G. Sigurdson (dress goods) has recently returned from a trip to Iceland. Perhaps other Eatonians would be interested in seeing your pictures, Miss Sigurdson.



"I'm goin' to dance off both my shoes," and they did! The shoe department successfully staged a "happy-gang" party" on November 8th, at Norwood Hall. Mr. W. Anderson kept the crowd moving in tempo. Specialty numbers were contributed by Joe Guay.

The shoe repair department all wore a big smile on November 8th, and Warren Coombe wore that "new look." He now

adds a pretty baby girl to his family, Diana Lillian. Congratulations, folks!

Mr. J. P. Wiley has been away ill, and those fine fellows, the timekeepers, wish him a speedy recovery.

The post office is certainly a busy place this month. We stopped long enough to hear that Doreen Lamb, who has been sick, is back in time to get right in on the Christmas shopping excitement.

Marion Smith is wearing one of those "diamond smiles." Uh-huh, she's a member of the "third-finger-left hand" club now. Congratulations, Marion!

* * *

THIRD FLOOR

GEE-We hated to hear You're Sick



Audry Moyse (D.A.) has been away suffering with an infected tooth. Hope to see you back soon. We're pulling for you, Audrey.

Rice and confetti for Irene Payne (D.A.), who left the department to become Mrs. Bob McLaughlin. Mr. W. J. Thomson presented her with a trilight lamp. Best wishes from all of us, Irene.

Mr. W. Hainstock (stoves) is back with us after a short illness.

Bob Rowe (meats) left on November 15th to start in business with his father-in-law. Best of luck on your venture, Bob!

Billy Harrison is back with us after his recent illness. Glad you are feeling "in the pink" again, Billy.

FOURTH FLOOR

Mrs. Agnes Catlin (fourth floor dresses) has left our fair city for Toronto where she married Mr. T. J. Boxer. She was presented with a mirror and a corsage from the department.



And from the optical department: "News, you say? Hmmm. You might say that Arni (Moe) Munt plays hockey with the Winnipeg Black Hawks and they won their first game. That's news!" Many happy returns, fellas.

* * *

FIFTH FLOOR

Lot of little "Oh, by gollys" to report this month!

Mr. Art Milton (children's shoes) is happy over the new arrival of wee Heather Lynn. Mrs. Milton is the former Beth Bowers (general office). Congratulations, Art and Beth!



Mr. F. W. Boal (boys' clothing) is already wondering which college for his boy, Gordon Douglas, born November 1st. Congratulations, Mr. and Mrs. Boal!

Miss Helga Danielson (drugs office), bride-elect, asks Contacts to express her appreciation and delight over a shower held for her at the home of Mrs. Milly Campbell, when gifts of a chenille bedspread and a powder box were presented.

Miss Lil Greening (juveniles) is another gal with a diamond. The lucky fellow is Sid Nelson.

Congratulations to Mr. Bob Love (300 department) and Mrs. Love on the birth of a daughter, Elizabeth Ann, on October 20th.

Best of luck to Miss Evelyn Paul (cafeteria) who became the bride of Mr. Ollie Johanson on November 15th.



CONTACTS

Len Beasley (300G) of London, England, a former R.A.F. boy, liked Winnipeg so much while in training he decided to make his little grey home in the west. He and his wife and small son arrived in October.

Vera Wilson of the luncheon bar, fifth floor, celebrated a birthday November 17th, and was presented with an album for her record player. Many happy returns of the day, Vera.

We are all pleased to see Reese Jones (300E) back after his long illness.

"Happy birthday, dear Hazel, happy birthday to you!" Popular, peppy and scintillating Hazel Cooper (sportswear section, juvenile) celebrated her birthday November 1st and is all of 18 years young! The girls in the department gave her a musical powder box to honour her day. Many more happy birthdays, Hazel.

* * *

SIXTH FLOOR



Overheard at a nursery: "My name is Patricia Louise. My daddy's name is Andy Wiley. He's with the paints and pictures department at Eaton's, and my mummy used to be there, too! Her name

was Pat Mathews. I think they are mighty nice parents, don't you?"

Mr. Lorne English, also paints and pictures, is back to the department after his lengthy illness.

Mrs. E. Law has returned to work in the drapery department after her recent illness. Nice to see you again Mrs. Law.

GENERAL OFFICE GOSSIP

By M. Purdie

The first item of interest to report this month is the wedding of Lorna Henderson (general office) to Walter Henderson. The marriage ceremony was solemnized on October 17th, at Kelwood United Church, Kelwood, Man. Lorna had three attendants. Following a short wedding trip, Mr. and Mrs. Henderson will reside in Winnipeg.

This, by the way, was a double wedding. Lorna's sister, Rita, being married at the same time.

Mr. Forbes Grassick has been off work for some time, but it is nice to report that he is coming along fine and should be back with us soon.

Congratulations, Lillian Browne and Russ Vipond, on your recent good fortune—namely the winning of a turkey in Eaton's bowling league.

Deepest sympathy is extended to Marjorie Blanchard (general office) whose brother passed away.

Doris Pepler has just returned from a six-months' visit in England accompanied by her husband. They made stop-overs in Chicago and New York en route and sailed on the Queen Elizabeth. While over there they visited many well known cities. Two autographed snapshots of well known personages were included in Doris' record of her trip, those of the comedian, Will Fyffe, and the actor C. Aubrey Smith.

We are glad to welcome Dorothy Richardson back after quite a long absence and hope she continues to keep well.

The Staff of Our Home Furnishings Department Will Be Interested in the Following Letter From Their Former Chief, Mr. Frank Carpenter

"Mr. Billy King, Furniture Department,
"The T. Eaton Co. Limited, Winnipeg, Manitoba.

"209 Handsart Blvd., Winnipeg, Manitoba,
"November 13th, 1947.

"Dear Billy:

"I was so taken by surprise at the gathering in the assembly hall and the wonderful travelling bag presented to me on my retirement, that words failed me to adequately express my very deep appreciation for the many kindnesses extended to me by all of you during the years that I have been associated with the house furnishings departments in Winnipeg.

"As you know, I had spent several years in the house furnishings both in Toronto and Montreal stores before coming to Winnipeg, so am qualified to state that the same Eaton spirit prevails in Winnipeg and the west as was evidenced in the east, which augurs well for the future of our Company.

"All this was not brought about by the effort of any one individual, but by the co-ordination and co-operation of all in buying, selling, advertising and distribution. The courteous treatment of our customers by salespeople, whether in person or by telephone, the efficiency of our offices, workrooms, warehouse and stockroom staffs, not forgetting the competent parcelling and delivery divisions, is a very important factor in our success, in which I am proud to claim the house furnishings group have done, and are doing, their part in upholding the splendid tradition of our Company.

"May I extend through you, to all my associates my very warmest thanks for their tangible, and very much appreciated remembrance and good wishes, and trust each and every one of you will continue to enjoy good health, happiness and prosperity, both now and in the coming years, is the sincerest wish of

(signed) "Frank Carpenter."

SEVENTH FLOOR

Tired of soup, Shirley? Hope you are back soon. Your budget plan pals told us to "wish Shirley MacKay a speedy recovery." She has had a tonsillectomy.

Mrs. P. Bain (furniture) is still limping from her leg operation, but thinks it is on the mend now.

Tommy Bedlock (radios) is another proud poppa reporting a baby girl, Sandra Lynn. Congratulations, Tommy and Mrs. Bedlock.

Mr. Doug Burns is our newest radio salesman (as of November 8th). Welcome to the department, Doug.

You haven't seen it? You mean you missed the gleam? Well congratulations are in order for Barbara Ramsay (radios) on her recent engagement. So we send ours right along, Barbara!



* * *

EIGHTH FLOOR

"There's going to be some changes made." Three alterations gals (1041) are altar bound in the not too distant future. Miss Joyce Garden received a lovely diamond from Mr. Bert Burman; Miss Edith Martin from Mr. Jack Howard; and Miss Florence Sanderson from Mr. Matthew Logan. Congratulations, gals!

Russell Smith, supply office, was honoured by his department on November 1st, when they gathered to congratulate him on his forthcoming marriage to Miss Marjorie Armstrong. Mr. J. E. Hutchinson, head of department, made a presentation of china. The couple plan a trip when the weatherman provides a more suitable climate. During the last war Mr. Smith served with the navy for three and a half years as a mine detector operator in the north Atlantic.

PRINTING PLANT PATTERN

By M. Hoffman

The holiday season is over with the return of Ada Bannister from Brandon and Saskatoon, Bernadine Goulet from Edmonton and Dora Zaidman from St. Louis; all having had an enjoyable time. Mrs. Goulet attended her nephew's wedding while in Edmonton.

Congratulations to Arthur Farrow and Elmer Small on attaining their 30 years, and to "Doc" Herriot who celebrated his 25th year November 10th. He was presented with a pen and pencil set by the comp and gordon press room boys.

George Stamp came in to see us and is looking very well.

George Grant returned to work after having been laid up with an injured foot.

Our sympathy goes to Dora Zaidman in the loss her sister, Mrs. Glass, who was buried Sunday, November 9th.



By M. Ominski and T. Scott



Congratulations to Patricia Homenick, who received a beautiful diamond from William Watkins.

Alice Serbin left 122 department on November 1 to become the wife of William Shastel. Alice was presented with an electric Mixmaster from the girls. Best of luck, Alice and William!

Who is the gentleman who was so quietly married that no one was any the wiser until it was all over? Is it true that occasionally the belts run in reverse in 122 department?



Betty Laing, 122 department, was married to Robert Bard on November 14th. On leaving, Betty was presented with an electric toaster from the department, while the girls gave her a beautiful comforter. Best wishes, Betty and Robert!



CONTACTS

Nice going to the several department 122 bowlers who won themselves a free Christmas dinner on their turkey shoot night, November 11. Also to Edith Backlund on a very fine score of 875 (357).

Welcome back to John Pilkington and Jimmie Anderson, who are now back at work after a lengthy illness.

Best wishes for a speedy recovery to Agnes Strom and Bill Warwick.

* * *



Drapery Workroom — We notice both Miss E. Schumacher and Miss M. Mileham wearing very nice sparklers on that certain finger; also Miss R. Cote is married now and is Mrs. R. Goguen. Best of luck to all!

* * *

By Muriel Fraser



We are glad to hear that Ralph Walker is making such an excellent recovery after a recent emergency operation for appendicitis. That was fast work, Ralph! Hurry up and get well — Christmas Eve won't be Christmas Eve in 3 department

without you!

Our deepest sympathy is extended to Mrs. Teenie Lewis in the death of her husband.

* * *

By Miss M. Greenwood



On October 18th Betty Worsley, an employee of twenty-three years' standing, bade farewell to department 119. For domestic reasons, Betty has taken up residence in Toronto and is already employed with our Toronto mail order department. She

was presented with a travelling bag by her associates. A well-decorated desk displayed many other lovely gifts, a testimony of Betty's popularity with her fellow workers.

We wish to extend our deepest sympathy to Cora Wilwand in the recent loss of her father.

We are sorry to hear that Mona Crittendon is on the sick list. Hope to have you back with us soon, Mona.

Mrs. Taylor (116 department) and her daughter, Nairn.



Thirty-Eight



Miss Elsie Rapp, 116 department, was presented with matching travelling bags from the staff on leaving the Company on October 24th. Best of luck, Elsie!

CASH CAGE

This seems to be a season of illnesses for members of the cash cage and their families.

We are very glad to hear that Miss Irene Sutton's mother is well on the road to recovery from her operation.

Ivy McBurney's mother had the misfortune to fall and break her arm. Wonder how Ivy's cooking is doing these days.

Glad to see Mary Huskatt back at work again after her recent operation. We missed you, Mary, and hope that good health will be yours.

Anne Birla's mother is at present in the hospital, but we believe she is improving.

Violet Ross had a session in the hospital, too. Hope you are in better health now, Vi.

Hazel Tarry's mother has been on the sick list for some time. We wish her a speedy recovery.

Bertie Stevens also has been handicapped with a sore arm, but hope she will be back with us soon.

We begged Betty Gyselman for a picture of her babe, but was informed that she had none that did him justice.

Congratulations to Hazel Tarry on winning a turkey at bowling! What do you charge for lessons, Hazel? This fifth divisioner would appreciate some advice on how to improve her game!

Mrs. Caroline Taylor and Janice Cooney have left department 116 for Vancouver. Both girls were presented with a travelling bag and many gifts from their business associates. Best of luck, Carrie and Janice!

Janice Cooney

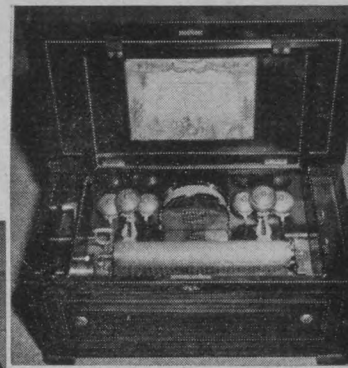


HEIRLOOM HIDDEN IN HAYSTACK!

Out of the war have come many strange tales, and Mr. J. Willems, photographic workroom, told us the story of an old family heirloom 120 years old that has come all the way from Holland.

This treasure is a beautiful music box, 12 inches wide and 22 inches long, and inlaid with solid rosewood. An amazing instrument, it plays eight tunes consecutively, such gems as "Il Trovatore" and "The Blue Danube." Inside the box are tiny cymbals and kettle drums that can be automatically turned on or off while the music is playing.

Mr. Willems was promised this relic when he was a boy in Rotterdam, and during the war it was hidden in a haystack, where it escaped injury. It has been in the Willems family for 120 years, and finally arrived in Winnipeg in September.



The Jeeps (bowlers) are certainly consistent, always managing to win just one game every night during the entire first series! Cheer up, gang, better scores are coming your way!

By E. Genthon and M. Carstens

We present you our bride of the month, Miss Islay Thexton (see picture on brides' page), mail order dresses, whose wedding to William Hobson took place in Knox United Church November 1st. The bride looked charming in traditional white satin. Miss Fern Thexton attended her sister as bridesmaid. Elton Hobson, brother of the bridegroom, was best man. Prior to leaving, Islay received gifts of sheets, pillow cases and a beautiful bedthrow from the staff. Mr. M. Smithson, doing the honours, wished her luck and happiness. Mr. and Mrs. Hobson left on a wedding trip to Minneapolis. They will make their home in Winnipeg.

We take this opportunity to thank Mr. Jack Greenwood (mail order exchange) for the lovely miniature church he has kindly donated to our department. (First appearance in Miss Thexton's presentation picture.) A masterpiece of workmanship, it will be put to good use. Take a bow, Mr. Greenwood!

A workman at the top of a high building shouted down to his mate: "Ow am I goin' to get dahn? The ladder's gorn!"

His mate replied: "Oh, just shut your eyes and walk abaht a bit."

By Miss N. Robson

We are glad to have Norman Emery back with us after his recent illness. Also glad to hear Terry Lavoie is progressing favorably after her recent operation. Hope to see you soon, Terry!



Miss Leah Plotkin, 116 department, left on November 1st to become the bride of Cy Solomon. (See picture on brides' page.) The wedding took place on November 9th. Leah's gifts from the department consisted of kitchen utensils, with gifts from many friends. Good luck, Leah and Cy!

* * *

AN ORCHID COMES TO MAIL ORDER MEN'S CLOTHING

Copy of a Letter Received From a Customer in Victoria, B.C.

Thank you very much for the made-to-measure suit which reached me on October 6th and with which my husband is delighted. The fit is perfect and the quality of the material is excellent.

Would it be possible for you to duplicate this suit in a similar material, in either light grey or medium blue?

I should be very pleased to place the order if you can fill it.

With many thanks for your courteous attention to my enquiry.

BOTTLENECKS!

(Continued from Page Fifteen)

Some Wednesday morning, between 11:15 and noon, step into the phone room and see our main switchboard at its hectic best, especially if the weather is changeable.

All is peaceful enough at the part of the board that handles incoming calls. But what about those six girls at the other end? What are they so worked up about?

They, we'd have you know, are busy handling calls that originate within the store or mail order. And so busy. Each girl has 17 pairs of cords for connecting up circuits, and more than once you'll find an operator with all cords in use and still the lights flash on. They don't stand a chance.

And we'll bet that nine-tenths of the calls concern plans for the afternoon's fun. What price business, with the sun shining? What's it matter if a few hundred essential calls are held up, because phones or trunk lines are busy!

So please—let your conscience be your guide.

CONTACTS

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Editor: W. E. C. HURLBURT
 City Advertising



Here's a Proud Safety Record!

**160 Eaton Vehicles Cover 250,000 Miles With Accident Loss of
 Less Than 40 Cents Per Vehicle**

The Summer Safe-Driving and Road Courtesy Campaign closed on October 31st and the results and records were highly satisfactory. In all, we had seven accidents, all of a minor character, costing collectively, \$54.80. There were no personal injuries to record.

This is a good record of which our drivers may rightly be proud. It represents a movement of some 160 vehicles over a six-month period, covering approximately a quarter million miles with a per-vehicle accident cost of less than 40 cents.

November 1st, saw the commencement of the Fall and Winter Campaign, and we have great hopes of maintaining the splendid records that have been built up by Eaton drivers since the commencement of these campaigns in 1939. We started the Winter Campaign with an entire

staff eyesight test, results of which were very satisfactory.

Realizing the value of these educational campaigns, the Company has extended them from their original starting point so that they now embrace most of the larger cities across Canada where they operate a delivery system.

Western Branches Included

Most recent additions to this list are Saskatoon, Edmonton, Calgary and Regina which were recently visited by Mr. Clayton Tucker, delivery manager, who assisted the various managers in inaugurating campaigns similar to those run in this city.

The idea was received most enthusiastically at all cities visited, and we feel sure that with such co-operation, it will be productive of much good.

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In Memoriam

MR. D. L. GALBRAITH

It is our sad duty to report the death of Mr. Donald Galbraith, head of department (hardware, china, etc.) in the Lethbridge store, who passed away suddenly on November 24th while in Winnipeg. He was 43.

Born in Dalton, Ont., Mr. Galbraith started with the Company in 1931. During World War II served with the artillery for 2½ years and suffered severe head injuries while overseas. Surviving are three brothers, one in Winnipeg and two in the east, to whom is extended our sincere sympathy.

* * *



MR. ROBERT DON

It is with deep regret that we report the death of Mr. Robert Don (elevator staff), who passed away on Thursday, November 27th. Bob, as he was popularly known, celebrated his 35th anniversary with the Company on November 8th, when the elevator staff met at his home for a surprise party and presentation.

A Scotsman by birth, Bob Don served overseas with the Camerons in World War I. He played soccer with the Britts when they won the Dominion championship.

Mr. Don is survived by his widow; two sons, Bob and Arthur; two daughters, Margaret and Joan; also six brothers and four sisters—to all of whom is extended our deepest sympathy.



**To all our fellow Eatonians who recently lost someone dear to them
we offer our deepest sympathy**

"There is no death! The stars go down to rise upon some other shore
And, bright in heaven's jewelled crown, they shine for evermore."

IN THE LOSS OF A MOTHER

Mr. Wilt Brown (Port Arthur, Ont.)
Mrs. A. Geddes (children's wear)
Miss A. Harper (women's coats)
Mr. E. Peterson (carpenters)
Mr. T. Coe (mail order packing)
Mr. E. Reid (drugs and perfumes)
Mrs. B. Berg (lunch room)
Mr. H. Bemister (gloves and hosiery)

IN THE LOSS OF A FATHER

Miss M. Middler (draperies)
Mr. V. Black (optical)
Mrs. C. Wilwand (mail order correspondence)
Miss T. Friesen (D.A. office)
Mr. Rencult (garment factory)
Mrs. A. Flynn (books and stationery)
Mrs. M. Burns (mail order packing)
Miss H. Hass (mail order exchange)
Miss T. Johnston (sportswear)
Mrs. M. Orchard (mail order exchange)

IN THE LOSS OF HIS WIFE

Mr. H. B. Bemister (men's shoes)
Mr. H. Brown (mail order packing)

IN THE LOSS OF HER HUSBAND

Mrs. L. Eastwood
Mrs. C. Lewis (sportswear)
Mrs. T. Lewis (mail order hosiery)
Mrs. S. Grant (alterations)

IN THE LOSS OF A BROTHER

Mr. B. Guttormson (drapery workshop)
Mrs. Blanchard (insurance office)
Mr. A. Harvey (mail order packing)
Mr. N. Halliday (wash goods)

IN THE LOSS OF A SISTER

Mrs. E. Rear (alterations)
Miss M. Steele (printing)
Miss D. Zaidman (printing)

IN THE LOSS OF A BABY

Mr. F. Halleux (farm implements)



**75,000 Children
Can't Be Wrong...
THERE IS A
SANTA CLAUS!**

THE T. EATON CO. LIMITED
WINNIPEG CANADA

